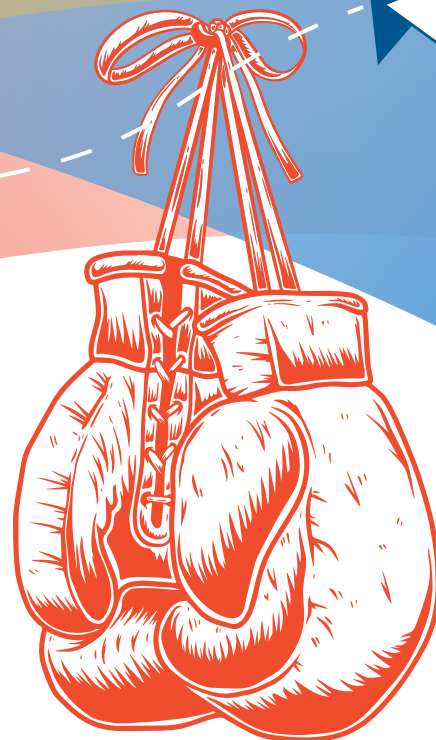


How to Thrash Your Competition in 2023

Starting Today



For many years, I've been able to take my foot off the gas a little bit over the summer. I step back from the business, hang out with my kiddos, have fun in the sun, and take a much-needed break from the daily grind. Maybe you're lucky like me and you can do the same. It's a pretty nice gig, but it does come with a downside: the temptation to be lazy forever.

See, I've realized that if I take my foot off the gas for too long, my company's growth and marketing efforts screech to a standstill. We don't hire new people, come up with new offers, or shake things up in our sales department. We just keep churning along at the status quo. And the status quo isn't good enough.

So now, when the kids head back to school at the end of August, I don't let myself get lazy and stay in vacation mode. I start pushing my marketing to the next level and cranking up Newsletter Pro's momentum to get us through to the end of the year.

Yes, it's only August and I'm already talking about Q4! That's because it's one of the most important quarters for businesses like ours. It's the time of year when every business owner gets excited, bouncing up and down trying to get a glimpse of 2023 and all of the potential and growth it could bring. (Plus, there are Christmas cookies. What's not to love?)

In my opinion, more entrepreneurs should start thinking about Q4 NOW — because the best way to position yourself for a phenomenal 2023 is by ramping up your marketing in August 2022, and surely no later than September.

What does starting early get you? A lot of things, like ...

1. **Extra time to figure out your goals for 2023:** Do you want more revenue specifically in top line sales, or do you want to increase profits? The sooner you figure it out, the sooner you can make a marketing plan for 2023 and the sooner you can implement that plan.
2. **A head start building your sales pipeline:** These probably dried up a little bit due to the slow pace of summer, time off, and vacations.
3. **More tax write-offs:** The more you do before Dec. 31, the more you can lower your taxes!
4. **Breathing room to fine-tune your marketing:** Where should your company advertise? Which platforms are just trendy, and which ones actually work to bring in new leads and clients for you? You won't figure it out if you don't run tests, and you can't run tests if you don't have time. We've done this at Newsletter Pro, and we found that for us, Facebook Ads aren't great — LinkedIn Ads work significantly better.

This might seem logical. After all, Facebook is more B2C, and we're a B2B business! But if I just listened to the gurus and read the marketing lists, I'd think Facebook Ads were the be-all, end-all and exactly what I should be doing. That's where most entrepreneurs stop. The problem is those gurus don't care about your business. They just care about

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the next shiny object. You need to take time to test and figure out what's right for you. But I digress.

Ultimately, all four of these things deliver the same result: **They give you an edge on your competition.** While everyone else is spending the first quarter of 2023 getting their marketing off the ground and rushing things that shouldn't be rushed, you'll be way ahead of the game.

In today's world of literally unlimited choices between providers, even a little edge can have a massive impact on your company. Starting early could make or break whether you achieve your goals, grow your business, and turn a larger profit in 2023 than you did this year!

While you're using your head start this month to figure out your goals, build your sales pipeline, and put together a killer marketing strategy for 2023, remember that the systems you put in place must do two things: convert your leads and nurture your existing clients.



Converting leads makes money; generating them doesn't.

Want to hear something crazy? Most businesses I've consulted for actually have plenty of leads coming in. (If you don't, maybe look back at that Facebook versus LinkedIn example.) Generating leads isn't their problem, even though they think it is. Their real problem is converting those leads to clients. And the reason they HAVE a problem is because way too often, their sales funnel is built for the short term.

Two years ago, I attended a small, private consulting event with Tony Robbins. One of the things he talked about that really stuck with me was this statistic: "It takes eight touches before a prospect realizes who you are and what your company can do for them."

Tony said that his staff had been testing this statistic, and they'd found that it now takes *16 touches* to make that happen. Nurturing leads in the short term just doesn't cut it anymore. Like I explained in our last newsletter, to convert a lead today you need to set up an automated system that will push those touches out using a multimedia strategy. (If you missed that article, you can check it out at [NewsletterPro.com/blog](https://www.newsletterpro.com/blog). Just scroll down to our Newsletter Archive.) You must blast out content combining education, entertainment, and sales pitches for months to get leads to actually recognize you and convert to clients — which is why print and digital newsletter campaigns work.

Setting up automated campaigns isn't easy. It takes some time and investment, but ultimately, they will pay off both in the short term and the long run — with minimal adjustment needed for years to come.



Cash in on your most valuable customers.

Lastly, I can't end this article without reminding you about the least sexy and most often overlooked part of every company's marketing plan: the process for nurturing existing clients. For many companies, this just doesn't exist. That is a huge mistake because as the saying goes, "The single most difficult sale to make for any business is the first sale. The easiest is the second."

If you're not nurturing, upselling, and generating referrals from your existing clients, you're leaving money on the table. And if you're spending the money you would have spent doing that on generating leads instead, you're pouring your resources into the wrong customers. The kicker is that you can use many of the same techniques on your existing clients that you do on your leads. Blast out a combination of education, entertainment, and sales pitches — but with calls for referrals thrown in. You'll be shocked by the growth you see when you do this on a mass scale and ensure your clients know, like, and trust you.

If you read one thing, make it this!

Here's the bottom line: Get started on your marketing plan for 2023 right now, and you'll have already worked out the kinks in all these systems while your competition is still trying to figure out which way is up. That's how you grab growth and market share and, ultimately, create a business that runs itself.

You can trust me on that last one; I practice what I preach. In 2020, I had a major family emergency that kept me away from Newsletter Pro most days for two years. Of course, I still helped out, wrote content, and did key tasks an owner should do, but because I had my plans done early, the business got through COVID-19 without me and is still running, growing, and thriving. Don't you want that, too?

-Shawn

"Hear, my son, your father's instruction and do not forsake your mother's teaching." **-Proverbs 1:8**

HOW DO YOU KEEP A 100-YEAR-OLD COMPANY ALIVE?

The Ultimate Transformation Story

Has your company been in the family for multiple generations? Then you might know it can be surprisingly difficult to keep long-lived businesses afloat without an effective strategy to adapt and stay relevant in today's market.

Nobody knows this better than Hostess Brands CEO Andy Callahan, who helped the century-old creator of Twinkies look into the future while still embracing the past.

Effectively transforming the business strategy for Hostess might've been impossible without an important lesson Callahan learned earlier in his career. Almost two decades prior, Callahan oversaw the Kraft Singles cheese business, which is the company's most profitable product. However, Kraft faced a dilemma: Adding calcium to Kraft Singles no longer enticed customers. In fact, the average consumer could get extra calcium from many, many other products in today's supermarket like orange juice and even pasta.

But that's not all; many top executives built their careers on the success of Kraft Singles. As Callahan put it, these executives "wanted so badly" for their strategies to work (as they had in the past) that they never "dug in" to challenge whether the strategy had become outdated.

In an interview with Marketing Dive, Callahan said, "I promised I was never going to let that happen again. I believe in staying true to the consumer's need and being decisive and bold in our product strategy."

Creating a New Perspective at Hostess

In 2013, Hostess faced a total collapse. It plunged into its second bankruptcy in eight years, buckling under the weight of a convoluted labor framework, thousands of delivery routes, and a "bloated" manufacturing system that had accumulated from the company's many acquisitions.

Then, in the same year, private equity firms purchased Hostess, with the intention of transforming it into a much leaner more sustainable operation. By the time Callahan took over in 2018, Hostess had become a public company

again that could invest in its staffing, analytics, and innovation pipeline. Fortunately, Callahan's strategy helped bring Hostess back from fighting for survival to being relevant to consumers.

To compete against other CPG (consumer packaged goods) heavyweights like Oreo owner Mondelez International or The Hershey Company, Hostess began targeting the fastest-growing snacking occasions: morning sweets, lunch, afternoon reward, afternoon sharing, and immediate consumption. In the past year, they have launched new products like Baby Bundts for a morning sweet, Crispy Minis snacks for sharing, and Hostess Boost Jumbo Donettes, a large version of the mini doughnut infused with slightly less caffeine than a cup of coffee.

Experts in the industry recently said that during the pandemic, Hostess has been exceptionally "smarter" and "sharper" than its peers. Even at the height of the pandemic, Hostess kept items on the shelves when competitors didn't. The strong brand recognition has also allowed Hostess to raise prices more easily than competitors as part of the natural course of doing business with higher supply chain disruptions.

Today, Callahan says that Hostess has over \$2 billion at its disposal to "really scale up our company." The organization plans to spend \$140 million to convert a factory in Arkansas into a bakery to meet demand for its cakes and Donettes.

Callahan takes his attentiveness to Hostess and its consumers seriously: "We're caretakers of this 100-year-old brand." For the executive, the brand's past success isn't the only rewarding aspect of his job. Making Hostess products as "relevant or meaningful today as they were 100 years ago is magical" — and judging by our nostalgia, we couldn't agree more!



Let Learning Empower Your Team

How to Stimulate Curiosity and Create a Learning Culture

You might agree that curiosity and constant growth are high-value traits in any employee. However, it's too easy to do things the same way forever, even when it stops working.

According to research by the Corporate Executive Board Co. (CEB) in London, only 1 of 10 companies has a true learning culture. This is defined as a culture that supports an open mindset and independent quests for knowledge and shares learning directed toward the organization's mission and goals — all important traits for a company ready to expand.

"Companies that learn fastest and adapt well to changing environments perform the best over time," says Edward Hess, author of "Learn or Die: Using Science to Build a Leading-Edge Learning Organization" and professor of business administration at the University of Virginia's Darden School of Business.

So, how do you create a workplace where learning new things is always encouraged? There are a few key things to keep in mind.

First, it doesn't always mean more training. Worldwide, organizations spend at least 11% more on training per person than is actually cost-effective, according to Thomas Handcock, senior director at the Corporate Executive Board Co. Employees spend too much time away from their core jobs, and the training itself may not stimulate curiosity or creativity.

Second, recognize the key constraints that prevent people from reaching their full potential as learners, such as ego, fear, and complacency. We all want to be liked and be perceived as intelligent by others — but, if we defend, deny, and deflect whenever we think we're wrong, we stop learning. True learners can't fear embarrassment or resist new ideas. If you develop policies that address these obstacles, you might make your team's curiosity a little more fearless.

Third, encourage candor and dissent. In learning cultures, even high-ranked people of an organization will welcome high levels of engagement and openness. Tough questioning should be welcomed, and it's important to allow people to go outside formal reporting lines to discuss ideas and issues without fear.

Whether you have a learning culture at your company or not, we hope these crucial tips will help lead your team to a more curious future! In the spirit of growth mindsets, it's never too late (or too early) to start a new chapter.



Enhancing Your Marketing Process Can Improve Your Bottom Line

Before the internet was commonplace, information about specific industries was sparse. Some options for finding information relevant to your business may have included heading to the library or getting subscriptions to academic journals, which often took much more time. Previously, many decisions made by marketers relied on intuition. Now, we have access to data — a lot of it — but in order for marketers to utilize the data efficiently, they need to be organized and intent. If you're trying to stay ahead of the competition, having the data isn't enough. You also need to have a sound marketing process.

For those unfamiliar, a marketing process is a series of steps used to identify customer problems, analyze market opportunities, and create marketing materials to reach the desired audience. The marketing process usually consists of six unique steps. The first step is your company's mission statement, which explains why your company is doing business, what keeps the business going, and why you are dedicated to it.

The next step is situational analysis, where you evaluate different factors that affect your business. This helps determine business strengths, weaknesses, threats, and opportunities. This step is followed by the creation of your marketing plan. In this step, you'll find your target audience while setting your goals and budget. The following step is to develop marketing decisions that require you to focus on your product, price, and promotions, as well as where you will sell your product. The final step is implementation and control; put your marketing process into practice and tweak it until it works.

By creating a marketing process, you're putting a purpose behind each of your marketing actions. However, simply having a marketing process will not be enough to stay ahead of the competition. You'll need to continue to refine and update your strategy. Thankfully, you can do a few things to enhance your marketing process.

Create SMART goals.

When setting goals for our business, we tend to reach for the stars. We want to be at the top of our industry and thus may set unobtainable goals in an effort to rise above others. In reality, setting intense and difficult goals can be detrimental to your business. Instead, you should focus on setting SMART goals. So, what are SMART goals? SMART is an acronym that stands for specific, measurable, attainable, realistic, and time-bound. If your

BECOME MORE INFLUENTIAL

By Following Zoe Chance's Advice in 'Influence Is Your Superpower'

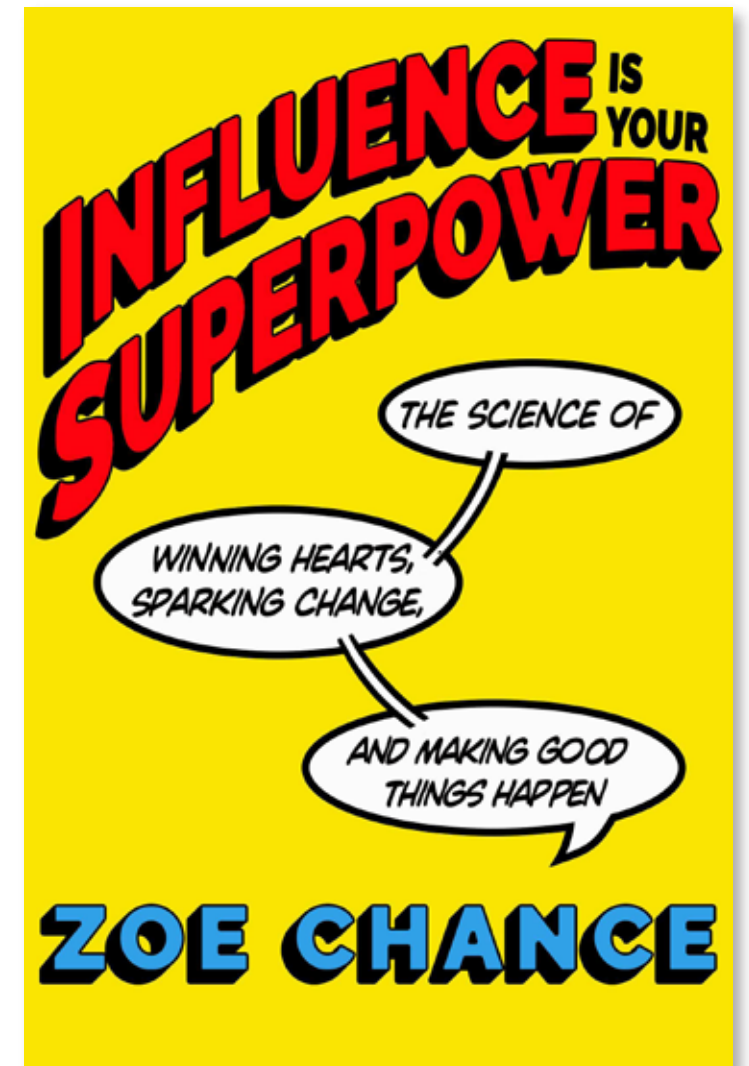
It's not very often that we come across a piece of media that has the ability to completely change the way we think, but that is exactly what "Influence Is Your Superpower" by Zoe Chance does. For years, people have wondered how they can become more influential. It's likely you have wondered how to influence others whether you're a business owner, a dedicated employee, or someone who just wants to improve their confidence. Chance explains in her book that there are sometimes surprising ways to be perceived as influential.

Chance presents to readers that influence is not rocket science but is a science that can be studied and improved. In one section, she explains how two internal systems control all of our thinking and behavior. The first system is our quick, unconscious, emotional reactions that often control how we initially act. The second system is slow, conscious, and seemingly rational as it plays a role in our deliberate decisions. In many cases, our gut reactions influence how we act in the moment more than our conscious thoughts. We tend to think our conscious thoughts have more control because that's the system we experience explicitly, but in reality, our unconscious mind is much more powerful.

Additionally, Chance presents some common misconceptions about being influential that nearly everyone is guilty of at some point in their lives. For example, she challenges the idea that those who are pushy are often considered to be more influential. In actuality, the opposite is true. Chance has found that making others comfortable with responding *no* will ultimately encourage them to be more inclined to say *yes*.

Zoe Chance also takes note of some of our interior thoughts that complicate our relationship with influence. We tend to think if people understand the facts, they'll make the right decision, but the mind doesn't necessarily work that way. Facts are far less persuasive than we think they are. We also sometimes like to assume people act based on their values and conscious decisions — but the gap between our intentions and behaviors is actually quite large. And we like to think we're good judges of character and can spot lies from miles away, but most of us aren't as great at lie-detecting as we hope. Chance shows us where our own misconceptions come from while also providing the tools to help us appear more influential.

At this point, you may be wondering what makes Zoe Chance an expert in the realm of influence and business. For years, Chance managed a \$200 million segment of the



Barbie brand at Mattel. Her research has been published in various academic journals and media outlets, such as the Harvard Business Review and The New York Times. She also teaches the most popular elective course at the Yale School of Management: Mastering Influence and Persuasion.

You will completely revolutionize the way you understand influence after reading "Influence Is Your Superpower." Between her views on selective attention to her thoughts on the paradoxes of charisma, Chance will teach you how to influence and leave your mark on others. You won't be able to put this book down after picking it up.

"Train up a child in the way he should go, even when he is old he will not depart from it."
—Proverbs 22:6

goals don't align with these categories, then your business is less likely to achieve them.

By using SMART goals, you'll be creating an organized plan of action to grow your business. Instead of setting a vague goal like "I want to grow the business," you can get into the specifics of how to make it happen. Next, delve into whether your plan is both attainable and realistic. After you've confirmed the goal is realistic, set a timeline to reach it. Make sure you have a way to track your plan's progress so you can make adjustments as needed.



Conduct primary research on your target audience.

How do you judge what your customers want out of your business? Do you ask them? Do you research what your target audience is saying on social media? Or do you make assumptions about their perspective? If you're making assumptions about your customers, you probably should change your approach. Before proceeding with your marketing strategy, figure out who your target audience is. Determine who is using your services and products and plan your marketing strategy around them.

You then need to do primary market research to determine how the people using your products or services perceive your company. Conduct surveys, interviews, and focus groups to understand what your clientele is looking for. An easy way to do this is to create an online survey and offer it to your customers. You can find out exactly what your customers are looking for through their direct feedback.



Stay on track with project management Software.

To keep up with your marketing process, you need to keep everyone on the same page and working efficiently. A great solution for this is to implement project management software into your business. This software will allow you to task out projects, create deadlines, and ensure everything stays on track and on time. Many of these programs come with the ability to analyze KPIs, which helps you stay on top of your SMART goals. With project management software, you can ditch some unnecessary meetings and emails and put your focus back on managing your business.

Creating a successful marketing process or campaign is no easy feat. It takes dedication and commitment to get your marketing process off the ground. If your marketing strategy has been lacking, try creating a new marketing process and implement some of the strategies listed above. It could completely revolutionize the way your business operates.

The Smart Way to Launch a Product

2 Lessons From Coors Light's Chillollipop

In 2020, entrepreneurs got creative to stay alive. One key pivot was diversifying revenue streams by adding a new product, service, or even business. The pandemic made us bold! But now, going out on a limb with something new feels risky. Will it make a splash or fizzle out and waste your marketing dollars?

Whether you're a general dentist considering diversifying or a lawyer hoping to add a new practice area, you can gain confidence by reading up on how other businesses have successfully launched new products. This spring, beer giant Coors Light had a smash hit.

In March, Coors released a nonalcoholic, beer-flavored lollipop called the Chillollipop. The sucker's marketing catered to March Madness fans who were watching

basketball in bars and promised to make them "less mad" during tense competition. The pops sold out at lighting speed!

What can you learn from this success? Well, when you're launching a new product ...

Debut when you're top of mind. According to WalletHub, beer sales soar 19% during March Madness each year. Coors knew drinkers would have their brand on the brain, so they piled onto that hype rather than launching the pops in a slower season. If you're a PT, for example, you can announce your new service for athletes when you're already seeing a high percentage of them in the clinic. It won't go under the radar.

Time your launch with an event or trend. Coors debuted its pops during March Madness and used the event in its commercials. What hot news topics can you coordinate your launch with? Can you announce your new specialty in LGBTQ+ divorces during Pride Month or time your debut in immigration law with a presidential speech? Do it!

Don't be afraid to innovate. If Coors can do it, you can, too.



Quotes to Grow On

"How you sell matters. What your process is matters. But how your customers feel when they engage with you matters more."

—Tiffani Bova

"Value the relationship more than your quota."

—Jeffrey Gitomer

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Resource of the Month

Protect Your Business's Data With This Award-Winning Backup Service

praise the service for its affordable pricing, extensive backup features, top-notch performance, and ease of use. Team packages (which grant access for 5-100 computers/users and include 5 gigabytes of storage) and business packages (which offer 250 gigabytes of storage; include unlimited computers, users, and servers; and support SQL and NAS devices) both start at \$74.62 for the first year.

With either package, you can funnel data from all of your devices into a single online backup that automatically updates on a schedule. iDrive also grants unlimited file access for everyone on your team. The data you store in iDrive is protected by 256-bit AES during the transfer process *and* while it's in the cloud. For extra security, you can create a personal key.

If you lose a file, you can restore it easily from the iDrive website, desktop application, or mobile app. iDrive also has a feature called "Snapshots" for mass restoration. Snapshots saves up to 30 "point-in-time" versions of your data in

case of a ransomware attack or malware infection. You can essentially "rewind" to a better time and restore files from before the attack/infection.

These are just a few of the features that make iDrive a top online cloud backup choice for businesses. To learn more and figure out which package might work best for your business, visit [iDrive.com](https://www.idrive.com). You'll never have to worry about losing your business to a criminal — or a spilled latte.



Have You Heard of Realworld?

How 'Adulthood' Became Simplified

College graduates know their education is meant to set them up for success. And, while job hunting, it can. However, not even college provides a complete handbook on adulthood. Even higher education isn't always enough to thrive in the real world.

That's where Realworld comes in — an aptly named platform that aims to simplify adulthood.

Entering the Realworld

The startup's story begins right after the founder's own college graduation. Realworld CEO and founder Genevieve Ryan Bellaire was a lawyer with an MBA, yet she had incredible challenges while entering the workforce after earning her degrees. But it wasn't just the job hunt. Bellaire made mistakes in her finances, health care, and even living situation. She was unprepared to navigate many critical life situations.

Although it depends on an individual's background, Bellaire says she didn't have a trusted source for guidance as the eldest child in her family. She relied on Google searches for assistance and advice. While confiding in friends, she realized she "wasn't alone dealing

with the stress of building a new, independent world for herself," according to her featured interview in Forbes. Bellaire saw a void in the market for a centralized platform to help navigate adulthood and the real world.

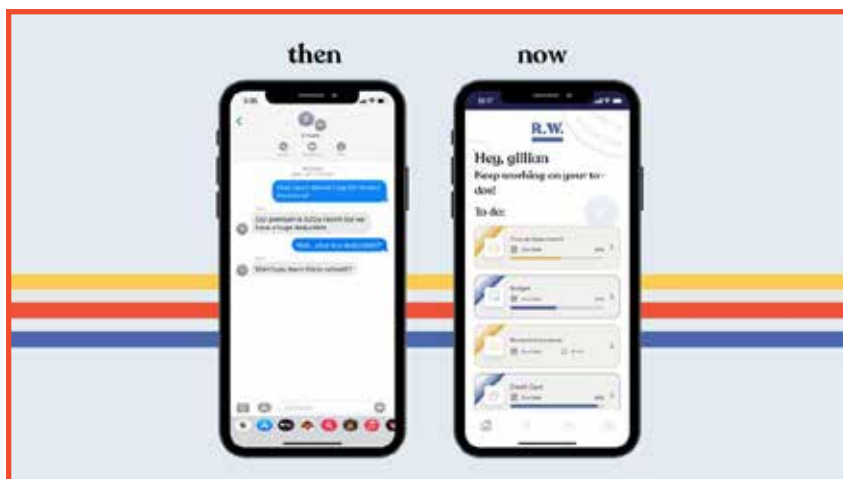
"From day one, the Realworld mission has always been the same — to simplify adulthood," Bellaire told Forbes. Realworld can teach you everything school doesn't, like doing your taxes, getting a credit card, budgeting, and filling out employer paperwork. You receive complete guidance, tools, and even a marketplace of platform-curated service providers.

All purchases are optional, however. Realworld is a free app, and all new members work toward completing their Realworld "Starter Pack," which includes setting up basics in their finances, health care, and living situation. The platform contains over 100 step-by-step "playbooks" which help individuals feel prepared for the foundations of adulthood, all complemented with a booming community that provides both peer-to-peer and expert advice.

There's a good reason Realworld intends to stay free, too. It can empower adults across underrepresented or underserved populations, including those aging out of foster care who may not have close parental guidance. "We want to be part of leveling the playing field for everyone and provide our members the opportunity to set themselves up for success," Bellaire emphasized.

A Concept So Good, Even Bezos Is Investing

Realworld raised nearly \$1.1 million from their first round of investors. After Realworld's recent launch, Bellaire and the Realworld team were able to close a seed round of \$3.4 million, led by Fitz Gate Ventures, in conjunction with Bezos Expeditions (the personal investment company of Jeff Bezos), Knightsgate Ventures, The Helm, Great Oaks VC, Copper Wire Ventures, Amplifyher Ventures, Underdog Labs, Human Ventures, and Brilliant Friends. That's a pretty impressive development for a small startup!



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What's next for Realworld? Future growth plans include working closely with their network of trusted partners and adding high-touch, concierge-like services. Everyone makes mistakes, but with Realworld, getting a head start on the rest of your life has never been easier. We're thrilled this brilliant idea is catching on and is going to help future generations make smarter decisions toward their future!