

Apryl Parcher's 1-Minute-Biz-Tips e-newsletter: Timely tips on marketing and other tidbits to enhance your business.

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Your subscription brings you one regular monthly issue, usually at the beginning of the month, plus one or two periodic supplementary messages, usually recommendations for information products on marketing and related topics that I think might interest you.

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Win Back Lost Business

Want to recapture lost customers? Offer to produce one job for them at cost. A bold gesture like cutting your profits may just turn the tide and get them to try your service once gain.

Source: "6 ways to recover lost revenues" by International Paper

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Testing Your Price? Watch "The Number on the left"

In a price of \$40, the number or digit on the left is 4, and the digit on the right is zero. Be careful when changing the left digit. Example: a service business found no price resistance raising price five dollars from \$40 to \$45.

But when they raised price another five dollars from \$45 to \$50, they encountered huge resistance.

Source: Marlene Jensen, "The Tao of Pricing," www.TaoOfPricing.com.

Is Using Coupons in Space Ads Obsolete?

Recently a direct marketer I respect told me: "Don't use coupons in the ads you write. Buyers don't use them any more; they order by phone or Web." Is he correct? No, according to Lois Boyle of J. Schmid & Co., who writes:

"Just because people are not using the coupon does not mean that coupons do not act as a powerful call-to-action. People know what those dotted lines mean ... they mean offer, act-now, you are asking me to do something. We have tested this theory, and the bottom line is that coupons, or some variation of them, will lift response."

Why Every Piece of Copy Should be Proofread— TWICE!

The theme of Price Line's radio commercials featuring Star Trek's William Shatner is, "Chat with Shat."

Now, am I the only one who is aware that "Shat" is the past tense form of the vulgar version of the verb "defecate?"

Quote of the Day:

"I saw a lot of guys come through the minor leagues who were blessed with all the ability that you'd want to be blessed with, but they lacked the desire to play the game. They lacked the dedication to work at the game. And they didn't make it to the big leagues. I saw some other guys come through the minor leagues who didn't have half the talent that some of these other people had, but they had great work habits, practiced correctly, and worked at their jobs. Eventually, they wound up going to the big leagues.

"In sports you have to be dedicated, you have to be disciplined, and you have to have the desire and determination to do it. You have to display those traits to succeed in every walk of life."

--Cal Ripkin, Sr., The Ripkin Way, Pocket Books

All the Best,
Apryl

Apryl Parcher Freelance Writing Services, LLC
P.O. Box 190
Chesapeake City, MD 21915 Phone: (410) 885-2025
Email: apryl@aparcher.com
www.aparcher.com