

Method 10: Sending Physical Perks

Gail Buckley

www.PLRContentSource.com

Sending people physical products and perks through the mail is one of the best ways to get people's attention. Snail mail is a dead art form. How often is it that you get things through the mail? Usually, it's just junk mail—certainly nothing fun. You don't usually get things that you really want through the mail. Wouldn't it be great if someone surprised you with something?

You can really get the attention of your affiliates and customers if you send them things through the mail. It can really be a lot of fun and can help bring attention and respect to your business. In case you're worried, it really doesn't have to be all that expensive. The benefits you get from sending things out this way can far outweigh the costs.

You can approach this method in a few different ways.

You can actually *sell* physical products to your customers—this isn't actually the main point of this strategy, but I thought I'd mention it. Many customers want the option of having a physical book in their hands. For example, I sell a digital product on profiting with Amazon's FBA program as a seller. But many, many people choose to buy that product in physical book form from Amazon. They want to hold it in their hands – there's something different about being able to hold the book in their hands.

You can do the same. Whether you sell a book, CD, DVD, or another type of physical product, it's easier than ever these days. A service like Kunaki or Amazon's CreateSpace makes it super simple to create and sell your own product.

You can also use physical products to tease customers for an upcoming product launch. For instance, you could send a little trinket in the mail to your top customers to entice them to buy your new product. Maybe you send a little keychain or flashlight with the product's name on it, for instance. Even something simple like that can implant the idea of buying that product in the mind of your customer.

Additionally, you can send physical products to your affiliates to entice them to promote for you. You send it out of goodwill, without any expectation in return. But it really does plant that seed and there's a much higher chance that they will promote for you.

It's the concept of reciprocity, even if they don't realize that they'll feel like they owe you. There's a story of a marketer who sent his top affiliates little remote-controlled airplanes. He went on to have an extremely successful launch with many affiliates promoting for him, simply because he sent out \$20 remote-controlled airplanes. A simple gesture like that can bring a smile to people's faces and can make a big difference.

Again, physical products don't have to be expensive. It could be something as simple as a postcard. Postcards can get lost in the shuffle, though, so you should be aware of that. Ideally, it will be something that has little bit of bulk to it. But when in doubt, a postcard can work.

Just do some brainstorming and think of what will work best for your purpose. What you send out will depend on who you're sending it to and why. It doesn't have to be anything big or extravagant. It does have to impact the person you're sending it to, though.

Of course, depending on your purpose, you might want to make sure it's particularly meaningful. Let's say you have five affiliates who typically perform extremely well for you. You may want to send those five affiliates something very meaningful and impactful. You tend to go above and beyond for your best customers and affiliates.

As for where you can get these physical things to send out, there are lots of options. You can find many great options using Amazon Prime. That way, if you have a Prime account, you can get free shipping as well as a ton of low cost options that will work for you and your budget. You can also try Oriental Trading Post, eBay, Etsy, or your favorite local store.

Going back to who you should send these physical products out to, I'd like to direct your attention to the Pareto Principle once again. The Pareto Principle states that 20% of your efforts will lead to 80% of your results. That means that the top 20% of your affiliates will lead to 80% of your results. The top 20% of your customers will lead to 80% of your income and sales.

It makes sense then that you should pay most of your attention to these top 20% in both categories. If you do, then they will probably be even more fruitful for you. Your affiliates may promote even more for you and your top customers may buy even more from you.

Pay most attention to the top 20% of your affiliates. You have to identify them first. Who are they? Consider why they matter, why they tend to promote for you, why you click as affiliate and marketer, and why they are influential for the people on their list. Consider these things and what you can do to encourage them even further.

Also, pay attention to your top 20% of customers. Remember that Amazon and Zappos do this with great success. Amazon gives special perks to their Prime members. Zappos gives special perks to their VIP members. In both cases, these members tend to be their top customers.

Identify who your top customers are and why they tend to buy from you over and over again. These people matter. These are the people who will become your brand evangelists if they aren't already. Send them special perks and they'll be much more likely to buy from you time and time again and to evangelize for you all over the web.

If you're not in a position where you can afford to send physical products to people's homes, you could certainly use these principles with digital

products as well for a similar effect. Simply send digital perks and extras to your top affiliates and customers. Just go above and beyond for those who go above and beyond for you. It really is as simple as that.

The main point about sending physical products to someone's home is to make an impact. You want to make an impact on joint venture partners and customers... especially the top ones in each category. If you do this, you've really got it made.

I highly suggest you don't just read about this strategy and do nothing about it. Hardly anyone does this. That means you can instantly stand out for your customers and affiliates. This gives you a major leg up on the competition. Doing this will cost you a little bit up front, but it can help you earn a lot more in the long run.

Action Steps

How do you get started with this?

First, you need to identify who your top affiliates and customers are.

Then, you need to gather their physical addresses.

Figure out what you can send them that they will appreciate. It could be a useful and exciting promo for your next product. Or, it could be something you just know they would like.

Send the product... that's it!

It's the gift that will deliver good will your way for a long time to come.



**Your Source For High Quality Private Label Rights Content
That You Can Actually Afford and Profit From
www.PLRContentSource.com**