

principle 9

Defeating The 'Clutter Factor' – SAVi's

*Easy steps to ensure
you get noticed*

One of the biggest problems faced by businesses doing any type of marketing in today's business environment, is what is called 'The Clutter Factor'.

It is estimated that the average person receives some 2,000 commercial messages each and every day. The average businessperson probably receives around 3,000 per day. This includes messages from many different media sources including, letters, emails, branding, bumper stickers, newspaper and magazine ads, radio and television, and of course the telephone.

Are you communicating as well as you should



Think about it, this means that your unsolicited mailing piece is just one of many that land in someone's inbox. It then competes with all the other 'junk' mail. It may not get opened and if it does then it may be by the gatekeeper (secretary, receptionist, assistant... worse it may not get read and is almost certainly thrown out... Your email message is part of someone's clutter!

Therefore, to defeat this, to avoid being trashed, ignored or disparaged, your message has to stand out. It must rise above all the rest of the messages your prospects receive, regardless of the media source. And in order to do this it must be

better, more noticeable and superior in the attention it generate, the interest it creates and the offer it makes. You must use AICDA - but turbocharged!

Your ad must literally jump out and grab the reader's or listener's attention! It has to get past the gatekeeper and into the hands of the intended buyer. To do this it must be what we term a 'Superior Access Vehicle' or 'SAVi'... it drives right through the clutter and gets to the intended party.

Remember AICDA. By using SAVi solutions you grab Attention.

One of the best and most powerful ways to create a SAVi is to use 'Attention Grabbers'. These are simple but unusual items that give your mailing piece a literal three-dimensional look and feel ('lumpy mail') and are usually attached to the top of the letter.

These can then be cleverly tied into your opening headline and paragraph in such a way as to draw the prospect in – gaining Interest.

Because your letter is now so unusual and different from the rest of the letters your prospect receives, they are more likely to be read, remembered, and acted upon.

Here's a list of proven and effective SAVi Attention Grabbers with sample tie-in headlines that can be used for your Alchemy mailings:

Grabber	Headline
Fake Million Pound Note	<p>Name, as one of our preferred customers, you're worth a million to me!</p> <p>Name, the attached bill is just a sample of the kind of money we can make together...</p> <p>Name, check out this million-dollar idea!</p>
Plastic Banana	<p>Name, if your monthly expenses are driving you bananas... we need to talk!</p> <p>Name, if the money you're spending on advertising compared to the results you're getting is driving you bananas...</p>
Bag of Nuts	<p>Name, if your employees are driving you nuts...</p> <p>Name, don't let your underperforming salespeople drive you nuts...</p>
Sheet Of Wallpaper With Little Car Glued To It	<p>Name, if your competitors are driving you up the wall...</p>
Plastic Dog Bone	<p>Name, please be careful. Secret sources revealed someone is having a bone to pick with you... soon!</p>

Necktie	Name, do your complacent employees ever make you think of having a 'necktie party'?
Foam Brick	Name, are your poor advertising results making you feel like you're banging your head against a brick wall?
Plastic Shovel	Name, this is my last ditch effort to contact you... Name, Ever feel like the harder you work, the deeper you get?
Broken Straw	Name, when is this going to how you feel about your underperforming ads (salespeople, employees)?
Rubber Hen	Name, are supply costs making you as mad as a wet hen?
Toy Boat	Name, this is you're last chance to catch the boat!
Bag Of Grass	Name, are you going to let the grass grow under your feet again?
Tennis Ball	Name, the ball is in your court!
Plastic Ear	Listen to this, Name... It's an offer you'd be a fool to pass up!
Stones	Name, you can't afford to leave any stones unturned when it comes to out-marketing your competition!
Bag Of Sand	Name, now that the economy is down is not the time to bury your head in the sand... Here's an offer you can't pass up!
Chess piece	Name, marketing can be a complicated strategy, do you know the right moves to guarantee your success?
Scratch-It Lottery Ticket	

	Name, there are two ways to increase your wealth – here’s one way... Improving the way you market is the other!
Eraser	Name, imagine if you could quickly and easily erase your competition from the minds of your customers and prospects almost overnight!
Watch	Name, don’t let this timely opportunity go by!
Tea Bag	Name, sit back and have a nice cup of tea on me.
Large Match Stick	Name, this idea is so hot... I’ve got to get it off my chest before I explode!
Lunch Bag	Name, who says there’s no such thing as a free lunch!
Doll’s Shoe Or A Real Shoe	Name, I just had to find a way to get my foot in your door!
Right Shoe	Name, let’s begin on the right foot!
Pair of Shoes	Name, this idea will sweep you off your feet!
Socks	Name, this idea will knock your socks off!
Breath Mints	Name, this idea will take your breath away!
Hat	Name, here’s something I just couldn’t keep under my hat!
Cards	Name, with these cards you only have four chances to draw an ace. With our marketing strategies you’ll come up a winner every time!
Canoe Paddle	Name, don’t find yourself up the marketing creek without one of these!
Mock Check (cheque)	

	Name, the above check is not redeemable at any bank – but it could be the most valuable bonus you will ever receive!
Band-aid	Name, Band-Aid's are only meant to be temporary fixes. Let me show you how to permanently solve your marketing frustrations!
Coin	Name... Confused about your (marketing, hiring, employee evaluation, etc.) problems? You can either flip a coin and take your chances... Or you can let us help you with proven and tested solutions!

Applying SAVi's To Other Mediums:

Telephoning

Getting past the gatekeeper, receptionist or personal assistant on the telephone can be even more difficult than getting a mailing piece read by your prospect. Therefore, creative flair, steadfast persistence and determination, and the gumption to dare to be different can do a lot to help you.



Some people don't think they have any or all of these attributes. But nobody knows it but them. If you've never met your prospect before, they don't have any idea of what to expect from you. By simply acting as though you are a 'certain way' will convey the impression to the gatekeeper that you are, in fact, 'that way'. This is not to say that you should be something or someone other than who you really are. It's just that by assuming an air of confidence and determination you can generally make more of an impact than you can by being quiet, reserved or timid.

Generally, the more senior the executive, the harder it is to reach them. But possibly, the more they will respect a person with dogged determination, confidence and something of importance to say as well as the ability to say it. After all, in many cases, that's how they got to the position they're in now.

In any case, your main challenge is to get past the gatekeeper, so here are some proven telephone openers you can use when you are asked to state the purpose of your call, Obviously these have to be adapted to your business type:

Call Opener 1:

"Tell him/her that I have a method of attracting large numbers of customers to your business and to keep them coming back."

Call Opener 2:

"Tell him/her that your competitors are going to be interested in certain methods I have of putting you out of business but I wish to discuss it with him/her first."

Call Opener 3:

"Tell him/her that I have some great news!"

When asked what it is, say:

"I can't tell you that, it would spoil the surprise."

Voice Mail

Increasingly, voice mail is used. Here are some unusual ideas to tweak interest:

Voice Mail 1:

"Hello..... This is (your name) at (your phone number). From what I know of your company I believe that you'll benefit from...."

And hang up.

That's it. Leave the message incomplete. The prospect's curiosity should take care of the rest and return your call.

Voice Mail 2:

"Hello..... This is (your name). I have some good news for you, call me back at (your phone number)."

Additionally remember this: Many busy executives and business owners work long hours, so if you phone them either before or after hours, at times

they usually answer their own phone, you may increase your chances of reaching them.

