

MILLIONS OF CUSTOMER NEWSLETTERS USED WORLDWIDE

USE NEWSLETTERS

— *and* —

GROW

RICH

THE LANDMARK BESTSELLER

*Don't Be a Newsletter Pansy!*

— JIM PALMER —

THE NEWSLETTER GURU

**Does Your Business Need Help?**

**Are Your Customers Not Staying Around  
As Long As You'd Like?**

**Can You Count the Number of Referrals  
You Get on One Hand?**

**Would You Like to Get Substantially More  
Profitable Repeat Business?**

**Are You Constantly Searching for  
More Profits and Customers for Life?**

**Well, I Have the Answer, But it Requires You**

**Not to Be a Newsletter Pansy!**

You're about to read what may be the most important information you'll read this year about growing your business, boosting your profits, and getting (and keeping) more customers for life. I also guarantee that you'll find this report both enlightening, entertaining, and, perhaps life changing!

Based on my 30 years experience marketing and growing businesses with customer newsletters, both for my previous employers and my hundreds of clients in eight countries, I'm 100% confident that if you follow my advice and suggestions, and choose not to be a *newsletter pansy*, you will see more profits and customers for life in your business – **no matter what business you're in!**

**PANSY ALERT:** There's one thing that you need to know up front about newsletter marketing. It is not a quick fix. You cannot simply send out one newsletter and expect your business to transform overnight. Based on my extensive experience, and the anecdotal evidence of my hundreds of customers and clients, it takes between six and nine months to see positive results. However, once you begin to see the positive impact newsletters will have on your business, I know you will not stop. In fact, you won't be able to stop! I boldly and confidently predict your monthly customer newsletter will become your most powerful marketing weapon! So please don't be a '**newsletter pansy**' and stop after sending only two or three monthly issues. You'd be better off not starting at all.

If you think my claim about a monthly customer newsletter being your most powerful marketing weapon is outrageous, just listen to what my good friends, and clients, Rob Berkley and Debbie Phillips, say about their 'Vision Day' newsletter.

*One of the key pillars of our business marketing is our monthly publication of a simple, one-page, two-sided newsletter. In fact, we have found it to be **the single, most effective tool** in helping us build and sustain our business. The Vision Day newsletter allows us to communicate with our community in an authentic, clear, and non-promotional voice.*

*From our many readers' enthusiastic responses, we know they read the newsletter, are inspired to work with us, and then remain a part of our community, often referring others. When we first started publishing our newsletter, we were surprised when people—including former clients whom we hadn't heard from in months or years—called to work with us.*

*Today, we're no longer surprised. Our newsletter recipients frequently tell us that they had been reading our newsletter all along and something in it inspired them to move forward. This is more the rule than the exception. Our newsletter allows us to keep our community close, and gives us a forum to highlight our clients' successes. Among many other positives, our newsletter helps them understand our points of view about life and work. Best of all, our newsletter is both fun and easy to write, and we love getting the feedback that people enjoy reading it and find the information useful.*

Rob and Debbie are perfect examples of smart, savvy newsletter marketers. From the moment they began sending their Vision Day newsletter they kept at it and are now reaping big rewards.

## **How and When Did I Discover the Amazing Power of Newsletter Marketing?**

I get asked this question a lot and the story is actually very instructive. I discovered the amazing marketing power of customer newsletters when I ran a bicycle store in the early 1980s. As store manager, a percentage of my income was based on a simple profit system. When the store made more money, I made more money. So I did some research on how to increase profit.

What I discovered was that of all the items sold in the store, the specialty bicycle clothing had the highest gross profit margin. I'm specifically talking about the helmets and the fancy jerseys, shorts, gloves, and shoes. The only problem was the lack of demand. To

be candid, wearing skin tight black bike shorts, which are quite common place today, was not very popular in the early 80s!

As an avid fan of cycling, and with real world practical experience, I found that when I explained the advantages of bicycle clothing to customers in the store, they too quickly saw the benefits and purchased the bicycle-specific clothing.

So, seeing how well we sold clothing with face to face conversations, I knew that if I could simply tell (educate) a lot of people about the advantages of wearing bicycle clothing, we would sell much more, which would increase the store's profits, and ultimately my paycheck. So I began to explore the options for having conversations with large groups of people at one time.

The best way I thought of to communicate with a large audience at one time was to write a friendly customer newsletter and send it to our entire list of customers.

I wrote the newsletter in a conversational tone, just the way I would talk to a customer in the store, and I mailed our newsletter to every name we had on the store's customer list. I also decided to use the newsletter as a prospecting tool and distributed it to the members of the various bicycle clubs within an hour's drive of our store.

**PANSY ALERT:** Mail your newsletter to **everyone on your database**. Don't be a **newsletter pansy** and waste time trying to decide who "**deserves**" your newsletter based on how much they spend or when they last made a purchase. If you have their name and address, *send them your newsletter!* How long? Until they buy, die, or ask to be removed!

Did it work? You bet! Before I started sending the newsletter, our annual sales of clothing were about \$10,000. A few years later, we were selling \$100,000 worth of clothing! In just a few short years I was absolutely convinced that a friendly customer newsletter is a highly effective marketing tool.

My belief in friendly customer newsletters as an amazing—almost magical—marketing tool is so strong that in 2001 when I decided to go into business for myself, I knew that newsletters would be my main product offering. And what a ride it's been!

My belief in friendly customer newsletters is so strong that I believe any one that doesn't mail a monthly customer newsletter is simply being a **newsletter pansy**. There is simply too much empirical evidence and data that prove my case.

**Let me quote marketing legend Dan Kennedy**, who says in his book, *NO B.S. Direct Marketing*, "My single biggest recommendation is the use of a monthly customer newsletter. Nothing, and I mean nothing, maintains your fence better."

It's a fact that customer newsletters help businesses succeed. And the best and most effective way to grow your business, boost your profits, and get more customers for life is to **mail monthly!** Anything less than monthly and you are simply being a **newsletter pansy!**

Next, listen to Bill Glazer, the President of Glazer-Kennedy Insider's Circle.

*"Who should be sending out newsletters to their customers, clients, patients, and prospects? The answer is everybody!!! That's right; there is not a business on the planet that couldn't benefit BIG TIME with a monthly company newsletter. There is no better way to develop a relationship with people than sending out a properly written newsletter."*

I want to challenge you not to be a **newsletter pansy**. Commit right now to starting (or restarting) your monthly customer newsletter. Dollar for dollar, newsletters are the most effective marketing tool available. Plus, customers who read your newsletter are

usually in a good position to do business with you again and recommend your product or service to others. And that's where your new business comes from!

*Newsletter marketing has been the #1 way I've built my business into the multi-millions. And Jim Palmer's book, The Magic of Newsletter Marketing - The Secret to More Profits and Customers for Life, is one of the best books I've ever seen on newsletters and newsletter marketing. The pages are filled with useful tips and ideas that will immediately help you build your business using low-cost newsletters. Jim's book is also fun and easy to read!*

**- Ali Brown, business and success coach for women entrepreneurs, [www.alibrown.com/](http://www.alibrown.com/)**

## **Let Me Share with You More of What I Call The Magic of Newsletter Marketing**

Newsletters are not perceived in the same manner as a postcard, a flyer or other forms of direct mail marketing. When people receive these or anything else that has a sales and marketing feel to it, their guard goes up and they think, "Uh-oh. What are they trying to sell me?"

Newsletters work well because they tend to be read as informational, making them more welcomed when they are received. As such they have higher readership than other forms of advertising. People also tend to be more receptive to what you have to say in your newsletter because newsletters aren't meant to be sales tools. Rather, they are designed to be a resource.

In one of his No B.S. Marketing Letters, Dan Kennedy put it this way, "*People are conditioned to be less resistant to reading information, such as articles, than they are*

*advertising.*” Since people are conditioned to be less resistant to reading information, which is exactly what a newsletter should be, most people read a newsletter with their guards down. This is a **HUGE marketing advantage**. When your customers’ guard is down, they are open and receptive to what you have to say!

A customer newsletter is the strongest marketing and business building tool available—bar none.

Newsletters open doors.

That is the magic of why newsletters are such an effective marketing tool—people don’t realize they’re actually reading something that’s going to cause them to buy . . . *if* the newsletter is done correctly. That’s the big caveat here. To learn more about creating a great newsletter that gets results, I invite you to get copy of my book, [\*The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life!\*](#) This book will help you, it’s the wand that will open doors and bring you customers.



**Now I want to share with you just seven of the many proven ways newsletters will help your business grow.**

### **Secret # 1: Newsletters Help Keep Customers**

Your current customers hold the best prospect for future growth. Plus, the longer they are customers, the more they are likely to spend with you.

A monthly company newsletter helps you stay top-of-mind with your current customers. When your newsletter arrives, your customers start to think about you. Issue after issue, your newsletter reinforces your relationship with your customers and gives you a way to tell them about products and services they may not know about.

*The single most important way I grew my business in 2008 (yes, even in a recession) was through my newsletter.*  
- Shannon M. McCaffery, Chief Marketing Implementer,  
[www.marketingimplementer.com](http://www.marketingimplementer.com)

## **Secret # 2: Newsletters Help Get New Customers**

You want your newsletter to help you get new customers. Informative articles give your newsletter what marketing pros call “pass-along value.” Your newsletter makes it easy to pass on the information.

Because people read newsletters as a publication and not a marketing piece, a newsletter is a great way to tell potential customers about your business.

## **Secret # 3: Newsletters Help Build Credibility**

When people read your brochure, they treat it as a piece of marketing literature. But when they read your newsletter, they read it like a publication.

Your newsletter also gives you the opportunity to tell people success stories about what you do and how well your products work. You can illustrate the benefits of your product or service with statistics and customer testimonials.

Credibility is a huge benefit of a monthly printed newsletter. Listen to what Nick Nanton, The Celebrity Lawyer & Best-Selling Author of [\*Celebrity Branding You\*](#) says, “*I didn’t believe it either. But adding a hard copy newsletter to my business was the best*

*thing I ever did. It increased my credibility, visibility, and profitability virtually overnight. If you don't have a newsletter, you're making a huge mistake by missing the opportunity to develop a deeper relationship with your prospects and clients for maximum profitability."*

#### **Secret # 4: Newsletters Help You Stand Out from Your Competition**

Since you decide the direction and content of each newsletter, you can differentiate yourself from others—especially the larger businesses who typically do not produce customer newsletters.

*"Using monthly newsletters to stay connected to your prospects and clients is one of the best business growth strategies out there."*

- Melanie Benson Strick – [Million Dollar Lifestyle Business Coach](#)

#### **Secret # 5: Newsletters Enhance Your Reputation**

Your customers may not be ready or need your product or service today, but when they are, they want an experienced professional. People want to do business with someone they know, like, and trust, so when they are ready for what you offer, they'll turn to you.

*Jim Palmer presents you with a proven strategy that makes sense and is simple to use. Newsletters are one of the smartest marketing strategies any business can use, and Jim clearly and easily tells you everything you need to know!*

- Susan Berkley, Owner, the Great Voice Company  
[www.greatvoice.com](http://www.greatvoice.com)

## Secret # 6: Newsletters Help You Build Your Brand

Branding is the art of making people aware of who you are, what you do, and how you're different from and better than the competition.

You want to have a little bell go off in people's heads when they hear your name. You want them to say, "Oh yes, they're the people who . . ."

When your newsletter is delivered at the same time each month, it will build up a level of importance. It will help build your brand, which will help your business grow.

*Jim has finally drilled down to the core of what most business owners don't understand: a high-value newsletter is the glue that keeps your customers bonded to you for life.*

- Ari Galper, Creator of ChatWise [www.Chatwise.com](http://www.Chatwise.com) and Unlock The Game [www.UnlockTheGame.com](http://www.UnlockTheGame.com)

## Secret # 7: Newsletters Have a Longer Shelf Life than Other Types of Marketing

Newsletters are portable; they go everywhere. Newsletters that are informative, fun, and easy to read are not thrown away. People pass along newsletters to friends, business associates, or even their neighbor. This is a *huge* benefit of producing a newsletter.

The question many people ask is, "Why publish a customer newsletter every month?" If nothing I have written so far makes any sense, let me give you a little straight talk. The reason that you mail your customers a print newsletter every month is because it works! **It works BIG TIME!**

To ignore this reality and do anything less is being a **newsletter pansy** and potentially harming your business.

Publishing a customer newsletter every month is simply the right thing to do for your business. Just like changing the oil in your car every three thousand miles. It's the right thing to do. When you change the oil in your car, you don't see or feel any immediate gratification—you do it because it will make your car last longer and serve you better.

It's like that with a newsletter. You publish a newsletter every month because it's the right thing to do for your business. Much of the time you won't see any immediate gratification. Customers may not mention that they like your newsletter, and you may not hear your cash register ring more often immediately after mailing it. But it is the right thing to do for your business and doing so month in and month out, like clock work, is the surest way I know to boost your profits and get more customers for life.

Here's what I know about newsletter marketing from thirty years of experience. The companies that publish a monthly newsletter, month in and month out like clockwork, will have stronger, longer lasting relationships with their customers and clients. And, as history has shown, they will have more repeat and referral business. Again, publishing a monthly customer newsletter is simply the right thing to do – so don't be a **newsletter pansy!**

*If you're looking for more profits and customers for life—even during a tough economy—then first read [The Magic of Newsletter Marketing](#), and then start using a monthly customer newsletter!*

- Bobby Deraco, President, Synapse Print Management [www.synapseprint.com](http://www.synapseprint.com)


You might be wondering why I suggest that you focus so much of your time and efforts on 'current' customers compared to 'new' customer acquisition. I'm glad you asked. Let me introduce you to ...

## Jim Palmer's 80/20 Rule of Marketing

No doubt you've heard of the 80/20 rule that says 80% of your profits come from 20% of your customers. I believe that and so should you, it's the truth. I contend that smart entrepreneurs and business owners should focus more of their marketing time and resources on nurturing and growing the customer relationships that they already have, instead of constantly trying to acquire new customers. It costs more and takes longer to acquire and sell to a new customer than it does to sell more to current customers.

Most businesses spend the majority of their marketing time and resources trying to acquire *new* customers. That makes no sense. It is so much easier and quicker to sell more to your current customers.

So the right thing to do is to spend a majority of your marketing dollars continuing to grow and maximize the profitability of these existing customer relationships. You already have an established relationship with your current customers, and they have already purchased from you. This means they find value in what you're selling and they trust you. This is a huge hurdle that we all have to overcome when we are prospecting for new customers—a hurdle that you've already overcome with your current customers.

So now that you've gone to the time, effort, and expense of acquiring these customers, the right thing to do for your business is to **maximize the profitability**  **of your customer relationships.**

*In today's economic reality, smart business owners know strong customer relationships are critical and a monthly customer newsletter is a must for every business.*

- Mike Capuzzi, Inventor, CopyDoodles™ [www.CopyDoodles.com](http://www.CopyDoodles.com)

A monthly customer newsletter helps you stay top-of-mind with your current customers. Your newsletter arrives and instantly your customers are thinking about you. After receiving your newsletter on a consistent basis, your customers actually begin to look forward to receiving it—it's a welcomed friend—and they are curious to see what tips and stories you are sharing with them this issue.

*Newsletters rock! No other marketing tool can demonstrate expertise, establish credibility, and engender loyalty.*  
- Angela Pipersburgh, Christian Chamber of Commerce,  
Shaddai Marketing and Communications

Issue after issue, your newsletter reinforces your relationship with your customers. It makes your fence stronger. It also gives you a way to tell current customers about products and services you provide that they may not know about.

So there you have it—I simply can't say it any more clearly!

**Publishing a monthly customer newsletter is smart.** Not doing so, no matter what business you're in, is simply being a **newsletter pansy**.

You may be asking, **“If newsletters are such a powerful marketing tool, then why doesn't every business use one?”** I'm glad you asked, that's an easy question to answer.

The fact is, newsletters can be difficult and time consuming to produce. That's why most companies that have a monthly newsletter only send it out ... *three to four times per year!*

When asked why they don't do it more consistently, the top two reasons given are ...

1. They Take Too Long to produce, and
2. I'm Always Struggling for Content (what to put in their newsletter)

Perhaps this may be why you are not yet sending your customers a monthly newsletter - following the successful and proven path to growth and higher profits that so many before you have. Am I right?

And let's face it - as entrepreneurs, we're already wearing many other hats and when push comes to shove, the newsletter always seems to get pushed to the back burner or worse yet, completely off the stove!

If this has been your experience, and what's been holding you back, I have great news for you!

## **The Easiest and Best Way to Boost Your Profits and Get More Customers For Life Just Got a Whole Lot Easier!**



Let me briefly tell you about my wildly popular [No Hassle Newsletter Program](#). With No Hassle Newsletters you can produce your monthly customer newsletter in **about 23 minutes!!**

As a [No Hassle Newsletter](#) subscriber, every month you'll receive my 24-page *Success Advantage* newsletter, chock full of a wide-assortment of my famous "Customer-Loving™" content – a wide variety of articles and content that you're free to use in your newsletter.

## It's Literally as Easy As Copy and Paste!

Don't already have a newsletter template? No Problem, I take care of that too!

Gold level subscribers also receive four ready to use 'done-for-you' newsletter templates in Microsoft Word so they are quick and easy to edit as you wish. You get a 2- and 4-page black/white and I also give you a 2- and 4-page color newsletter template, already filled in with



great content! I even make printing and mailing a breeze with my 'Concierge' Print and Mail on Demand Service!

Hi Jim, just want to take a minute and thank you for the amazing concierge newsletter printing service you guys provide for our No Hassle Newsletter. You have made this so easy and pain-free by providing all the services needed right at the touch of a button. Our newsletters get printed on demand, the cost is less than what we would pay doing it ourselves and your customer service is outstanding. Our newsletters are well received and we have even re-started old relationships that we had been out of contact with for 2 years! Thanks for the turn key service!

Rob Kosberg  
The Debt Solutions Guy  
[www.yourCFS.com](http://www.yourCFS.com)

Dear Jim, this is a short note to let you know how much my wife and I enjoy and appreciate Success Advantage 2.0. Your monthly audio CD and newsletter content has provided me with the necessary guidance and direction I needed and it has added an extra \$4,200.00 to my business in just three months!!

When we first considered subscribing to Success Advantage, the monthly fee seemed like a lot of money, and it was to me at the time. But that was perhaps the best investment we have made in my life. Certainly a better ROI than the years and countless hours we spent attempting to write my own newsletter. Your newsletters have positioned me and my wife as experts in our professions.

Yes Success Advantage 2.0 has helped make us money. Yes, Success Advantage 2.0 has made our business grow. And yes, Success Advantage 2.0 has opened the door into possibilities that we only dreamed of.

**Jamahl and Tipanny Keyes**

*"Jim's Success Advantage 2.0 newsletters come every month and in less than two hours my 12-page newsletter is done! I simply can't believe the time it saves me ... writing 12-pages myself it would take me DAYS, not hours. Success Advantage is great!"*

- Nick Cifonie, Lockport, Illinois REI-TV.com

The **single best business decision** I have ever made was starting sending a monthly print newsletter to my friends and clients. I've been doing so every month since Oct 2007, and my only regret is that I didn't start 10 years ago! The best part is that I'm fortunate to have access to a ton of content, mastheads, newsletter templates and more from Jim Palmer, The Newsletter Guru. Jim's Success Advantage 2.0 is truly an amazing value. He provides us marketers with the single best product you could ever buy - a 'done-for-you' newsletter with all of the work completed every month. You simply personalize and edit a few areas and you done! Success Advantage 2.0 will provide you with a serious return on your investment in less than one year. My advice is to stop thinking and start doing - get signed up with Success Advantage 2.0 immediately! Thanks Jim for all that you do for marketers and entrepreneurs by sharing this powerful tool with all of us.

- Justin Stranere, [RelevantMarketingStrategy.com](http://RelevantMarketingStrategy.com)

So, if you'd like to have your monthly customer newsletter about 90% done before you even start, please go quickly to [www.NoHassleNewsletters.com](http://www.NoHassleNewsletters.com)

By the way, if you are a 'guru' or have a herd and provide 'done-for-you' services, why not add 'done-for-you' newsletters to your offering? With my 'Master Reseller' program you are free to sell my content and newsletter templates to as many people as you want for as much as you want! I even provide a Master Reseller marketing tool kit. You can learn more about this ready-to-go new profit center by watching a video at the bottom of [www.NoHassleNewsletters.com](http://www.NoHassleNewsletters.com)

I have been using Jim Palmer's Success Advantage Newsletters for about a year now and I can tell you it has made my life so much easier. No more having to think about coming up with articles for this month's newsletter and end up missing a few months because of writers block. Thanks to Jim my newsletter is on "auto pilot" and our ROI is 4:1 since signing up for Success Advantage and our client retention is up as well. Jim, I can't thank you enough for making my life easier and turning me into a trusted advisor to my clients.

Gordon Quinton, Quinton Insurance

Finally, if you're looking for a 'quick and easy' additional customer touch point, please check out my hot new customer relationship, business-building product, Newsletter Postcards! I combined the best time-tested elements of successful customer newsletters with the excitement of large color postcards. Visit [www.NewsletterPostcards.com](http://www.NewsletterPostcards.com) This program rocks!

Well, I think that about covers everything I wanted to say in this report. I'm truly happy to share what I've learned about what I constantly refer to as [\*The Magic of Newsletter Marketing – the Secret to More Profits and Customers for Life.\*](#)

You might be wondering how I came up with the title of this report, and specifically the term **newsletter pansy**. Well, to be candid, my belief and faith in newsletter marketing is so strong, and the empirical evidence as to the effectiveness of newsletter marketing, from a large number of sources, is just so overwhelming, the only conclusion that I can come up with as to why a company would not market and grow their business with a monthly customer newsletter, is that they're simply being **newsletter pansies!**

So, now it's up to you, what you do with the information I've shared in this report is entirely your decision. Only you can take action to

- Get and keep more customers now.
- To build healthier, stronger relationships with your customers, clients, and prospects.
- Boost your profits by doing more repeat and referral business, with your current customers!

I'll conclude this report as I started, with a challenge.

I challenge you to start, or re-start your monthly customer newsletter now and don't stop.

Now go do it, and don't be a **newsletter pansy!**

I wish you much success growing your business with a monthly customer newsletter!



Jim Palmer

The Newsletter Guru

[www.TheNewsletterGuru.com](http://www.TheNewsletterGuru.com)



PS. Want to learn more about The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life, then I strongly encourage you to get a copy of my book, [\*The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life\*](#). I boldly predict this will be the investment you make in your business this year!



## About the Author

Jim Palmer is an entrepreneur, author, speaker, and coach to other entrepreneurs. Jim is the founder and president of Custom Newsletters, Inc. and is known internationally as The Newsletter Guru. For many entrepreneurs and business owners, he is the go-to resource for smart, effective strategies for maximizing customer relationships.

His companies and solutions include [No Hassle Newsletters](#), [Newsletter Postcards](#), [The Newsletter Guru's Concierge Print and Mail on Demand Service](#), [The Newsletter Guru's Entrepreneurial Success Kit](#), and [Super Affiliate Pages](#).

Jim has been writing and designing newsletters for nearly thirty years for clients in just about every industry.

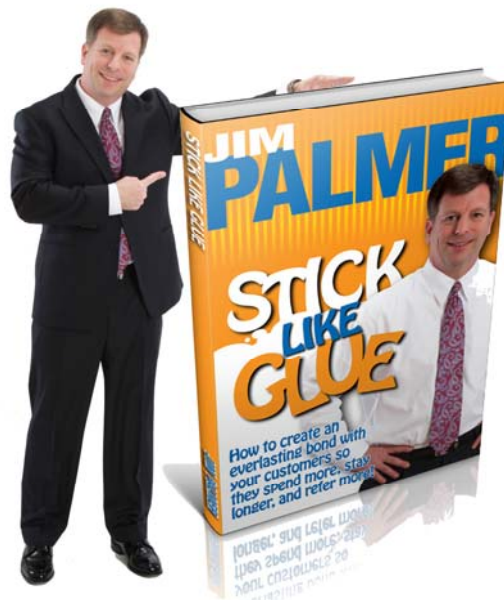
Several years ago, one of his clients was so over-the-top happy with his newsletter and the results that he telephoned Jim and said, "Jim, you are truly a newsletter guru!" Jim took it as a great compliment and has been using it in his marketing ever since.

Jim is a cancer survivor, has been married for thirty years, and has four grown children. He lives in Chester County, Pennsylvania with his wife, Stephanie, and their cat, Linus and dog, Toby. Jim and Stephanie love to kayak, travel, and spend time with their family.

For more resources and information on Jim, his blog, and his companies, visit [www.TheNewsletterGuru.com](http://www.TheNewsletterGuru.com).

## Something Else about Jim

Jim's latest book is [Stick Like Glue - How to Create an Everlasting Bond with Your Customers So They Spend More, Stay Longer, and Refer More!](#)



## Here's What Four Internationally Recognized Marketing Experts Have to Say About *Stick Like Glue*:

"Yes! Finally! An easy-to-read, easier-to-apply handbook on keeping your clients around for the long haul! Jim's done it! You can throw money at list-building, website traffic, lead generation and mass-marketing all day long, but unless you can make that client relationship 'Sticky' - you are burning money! The visual of 'retention' as the plug in your leaky bucket is priceless and valid for any business model."



**Carrie Wilkerson, The Barefoot Executive™**

[www.BarefootExecutive.TV](http://www.BarefootExecutive.TV)

"If you're ready to attract and keep an abundance of customers, then read and absorb the strategies in this brilliant book by my friend Jim Palmer. Your business needs this book!"

**James Malinchak**

Founder, [www.BigMoneySpeaker.com](http://www.BigMoneySpeaker.com)

As featured on the hit ABC TV Show, *Secret Millionaire*



"If you want simple, low cost and highly effective strategies to get and KEEP customers, get this book. Jim walks his talk and he's the real deal when it comes to customer relationships and most importantly, growing the bottom line. Get this book now!"

**Stephanie Frank**

Best Selling Author, *The Accidental Millionaire*

[www.StephanieFrank.com](http://www.StephanieFrank.com)



"As the world of marketing and business continues to accelerate at a dizzying rate with more technology, more 'must have' gadgets, and more new-fangled things you 'must be doing,' Jim Palmer takes an appropriate pause and gives the reader a look at what truly helps build a sustainable business - strong customer retention strategies. Kudos to Jim for focusing on the importance of creating a strong marketing foundation by making your customers stick like glue."



**Mike Capuzzi**

[www.MikeCapuzzi.com](http://www.MikeCapuzzi.com)

Get your copy of *Stick Like Glue* at [www.StickLikeGlueBook.com](http://www.StickLikeGlueBook.com)!

**Here's what author, productivity coach, professional speaker,  
and TV personality Lee Milteer has to say...**

*Lee Milteer is the founder of the Millionaire Smarts® Coaching program and she wrote the foreword for **Stick Like Glue**.*

*The following is an excerpt:*

"In the new reality and economy that we are living in today, knowing how to sell is not enough anymore. Business owners must learn to see life—and our customers—from an entirely different perspective. Value has replaced image and intrinsic worth has replaced name brands. Our clients are asking themselves very important questions such as:

- Does this feel real?
- What is quality?
- What is good service?
- Who can I count on and believe in?

Today's consumers are intelligent, alert, highly selective, and independent in their thinking. To work with today's consumers you must strive for excellence, integrity, and high ethics. You must be someone that stands out from the competition. In the new model of selling you want to focus on sales as a means of creating relationships, not just making deals. As a business owner you want to honor your customers, be sensitive to their needs, interests, and desires, and care about what is right for them.

Jim Palmer is one of the greatest teachers to provide you with techniques and strategies to take you to an entirely new level of understanding and success in your business. Open yourself to a new level of thinking. Put aside your old opinions and the belief systems that have guided your sales career up to today. Read this book with an open mind and open heart and you will find wisdom to transform your business."



**Order your copy of *Stick Like Glue* today at [www.StickLikeGlueBook.com](http://www.StickLikeGlueBook.com)!**

**Check out Jim's following companies and products:**

No Hassle Newsletters – [www.NoHassleNewsletters.com](http://www.NoHassleNewsletters.com)

Newsletter Postcards – [www.NewsletterPostcards.com](http://www.NewsletterPostcards.com)

Jim's Entrepreneurial Success Kit – [www.JimsSuccessKit.com](http://www.JimsSuccessKit.com)

Jim's Concierge Print and Mail on Demand Program –  
<http://www.newsletterprintingservice.com/>

The Newsletter Guru's StandOUT E-zines [www.TheNewsletterGuru.com/eazines](http://www.TheNewsletterGuru.com/eazines)

Interested in hiring or learning more about Jim? Visit [www.TheNewsletterGuru.com](http://www.TheNewsletterGuru.com)

## Learn More Marketing and Business-building Tips at Jim's Wildly Popular Newsletter Guru TV!



Visit [www.NewsletterGuru.TV](http://www.NewsletterGuru.TV)