



**MICHAEL HARTZELL**

# 10 MAGIC MARKETING TIPS

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*After reading this short eBook, you may not be an expert but you will have insights about the new technology and a few more options to consider for marketing campaigns. This is meant to be more than just ideas. The purpose is to give you tools & resources to create an action plan which includes the 5 W's. (Who, What, Where, When, Why, How & How Many)*

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## Magic Marketing?



Can we take just a moment to talk about this term “Magic Marketing”?

Based on some definitions, “Magic” can seem to be something that mystifies, confounds and defies explanation.

To this end, we will review 10 Marketing Tips for Restaurants that defies the typical trends. None of which are “traditional” since I know you are probably interested in something new. Hopefully you will have the same success that will seem “magical” as others have.

Jim Rohn says it best: [“Success is doing ordinary things extraordinarily well.”](#)

In many cases, marketing campaigns which have an amazing impact are connected with ordinary things. After all, food service is a simple necessity each of us takes part in several times a day. People eat to sustain their lives. Customers choose where to eat because of what they believe. What do customers believe about your restaurant? Poor reputation and poor customer perceptions require more than “marketing”.

If you are in the restaurant business, there is more than just a product to sell. Smiles, comfort and possibly quality of life are also a part of what you give. Providing an experience to remember (or forget?) is what will separate your restaurant from literally hundreds of other options.

# “The Invitation”



Allow me to change the term .... “Marketing” into “Invitation”

- ❖ My challenge for anyone in the restaurant business is simple: Invite people as if you were inviting friends, neighbors and family to a party at your home.
  - For such a party, you determine the Purpose / Theme of your Party. (Birthday? Seasonal Event?)
  - There is no doubt you are thinking about the number you would like to have show up.
  - You decide how many invitations and what method might be used (letters, cards, flyers, phone calls, text, email, etc).
  - You contemplate how many days in advance to extend the invitations.
  - Once you have presented the initial invitation, you and those who are interested talk it up, offer reminders and of course promise the best beverages, entertainment, fun, ... and possibly include reminders of the last party and how “it will be even better”.

The successful party is executed by the host (you?) and hopefully most of those who were invited showed up. If your reputation is poor, you are unpopular, the invitations are made at the wrong time, or there is a history of boring, lousy parties in the past... then the crowd will not be so big.



So many factors go into creating a successful party. Possibly one of the biggest celebrations is a wedding where there are professionals who handle every detail to ensure a successful event.

Your restaurant business is not so different than a “party” at your home. You have a place to come for special experiences. Therefore, make invitations to those who are in the area, entice them with the very best and treat them like friends, neighbors and family. Their business is your livelihood which makes them very important. The difference of course: at your restaurant there is a potential party each and every day!



Since ultimately the goal is to have response rates much beyond the typical / traditional methods and thus seem “magical”, we will continue with using the term “Invitation”. Having a Unique Personal Invitation extended to a person, a group, a team creates a response rate much beyond the traditional numbers.

Especially since it gives your potential customers what they want and need: special service, value higher than their expectation, and being treated as important.

Each “Invitation” will be more successful if it includes:

- A promise
- A claim
- Proof
- An offer
- A call to action
- Visuals to support the above



If you are missing one of these on your “Invitation”, your response will be lower. Many times people exclaim: “no one came after I advertised”. With so many “advertisements” to choose from why would someone who is looking for a meal choose yours?

We are not here to dive into the construct of advertising. Each restaurant has its own mission and message.

Instead we want to look to NEW methods that seem magical to extend an invitation.

Are you ready?

Here are 10 Tips which are rarely utilized by the typical restaurant business.

Why?

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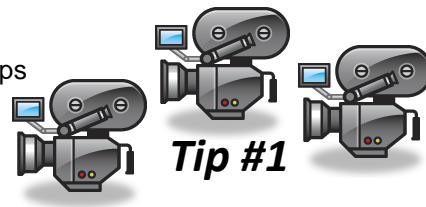
No time to learn. No time to create an action plan. People stick within their comfort level. A perception of risk. A belief that it takes more work. Another reason is because the concepts are brand new. Of course there is always the question of COST.

Relating to this last barrier “Cost”, the following tips are meant to offer opportunities which have low or no investment up front. Of course we know there is always a cost... instead of cash, it might be in the form of time. I have yet to see where no time, no effort or no money invested gives a return with more sales and profit.

As you read on, you will see the tips are focused on methods which require fewer funds up front and rely more on innovation. How much does a marketing campaign cost if \$2,000 was invested but the campaign brings in \$6,000 in revenue? At this point, marketing is not a cost but simply a cash flow, part of the process of increasing sales.

As with any Magic Trick which confounds an audience, these will require preparation, practice, precision and timing. It may have looked like magic when a bunny came out of the hat, but you know there were hours of preparation that went into creating the feat.





## ***Use Live Video Feed to bring the world to your business.***

- **Yes, you can have a LIVE video feed where hundreds, even thousand can come to your business.**
- You can offer proof that your place of business is the best, the cleanest, the safest, the most unique. You might even have signs changing in front of the camera which offer 10 minute specials. You can provide entertainment, education, and training; connect people to people.
- What is the Cost?
  - FREE for some and up to a few hundred dollars a month. It depends on the quality and how much expertise is on your team.
- How can this be done?
  - First, you must have a high speed internet connection. Cable, DSL or T!.
  - Any newer computer and a webcam (I recommend digital, autofocus) will do the trick.
  - Once you have these, there are several website that offer a FREE service.
  - [www.justin.tv](http://www.justin.tv), [www.stickam.com](http://www.stickam.com), [www.ustream.tv](http://www.ustream.tv) are all sites which offer services for FREE.
  - They each have simple set up instructions, forums and support.
  - Each offers a “page” on their website you can tailor to your needs or if you have a website, you can embed your live feed.
- If you have phone service, you could set a camera up in front of the phone and allow customers to see samples of the products you serve and/or the person who is taking the order. If you want to have some fun, why not have drawings LIVE in front of the camera?

Video is becoming a standard for internet marketing and LIVE video feeds are available now. As with anything new, allow for a learning curve, practice and training for your team. This can be a very powerful marketing tool yet to be maximized for any business.

*In the 70's and 80's print media was a backbone for making invitations. Everyone had a home phone and there was no such thing as the internet, fax or cell phones. Digital cameras were non-existent and databases were only for the most sophisticated companies. Here we are 20 years later and many businesses are stuck in the old methods of mass printings and mailings. There is a place for print media, but today with technology, there are more opportunities than ever to reach out.*



## Tip #2



### ***Automated Voice Coupon Calls to Your Historical Customers***

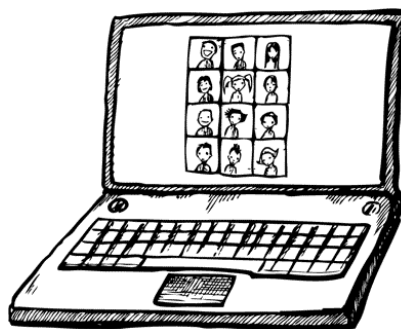
- **Did you know that you can reach 1,000 of your customers in a matter of hours with precision? With an automated phone call, you can reach out to each of your customers with a VIP Voice Coupon.**
- If you could reach out to 3,000 customers with YOUR voice, with an offer specific to your community, or an update to the “party” at your business, would that be helpful?
- This new technology has already offered some pizza restaurants increases of 20%+. Why? It is a Unique Personal Invitation on their phone.
- Using the right message to make your customers feel appreciated and reminding them of your commitment to make them smile in a matter of minutes is possible.
- You have total control, no money up front, no investment into inventory or equipment.
- Where can you find out more from a reputable company to execute such a campaign?
  - [Fidelity Communications Retention Link](#) or here at my website: [VIP Voice Coupon Checklist Link](#)
- What is the COST?
  - Less than half of what you would pay for a direct mail piece. 15 cents for each completed call.
  - Along with a VIP Voice Coupon Call to your past customers, you receive in depth reports to show your ROI after the fact. Few who sell advertising can offer this benefit.
- Since you will be calling customers from your own historical database, you have every legal right to make a contact by phone. Following up with your past customers to treat them like VIPs is your goal. Yes, some companies make calls that are not appreciated. Your business is different since its goal is to serve and leave smiles!

This is a method to reach out to your current customer base. It is well documented that keeping your current customer base happy is very important and less expensive to get a response from vs. those who have yet to try your products.

***Let's add more thought to this TIP.*** There is high value in your database which includes addresses, phone numbers and email addresses. Treat your list like GOLD. In these times of high technology and the ability to track people's likes & dislikes, what they are interested in, what days they like to order... it becomes much easier to extend an invitation which will be of interest.

Stop sending invitations to those who are not interested. Know your customers, follow up and do what you can to keep them! Surveys are a very popular method. If you make them fun, even better. Google again becomes a great tool to search for "surveys". Find one, adapt it to your business and have your customers tell you about their favorite holiday, favorite sport, and favorite pet. The survey can then double as an entry form with a space for name, number and email address.

If you do not yet have a customer database and are unable to know when their birthday is, what they enjoy or what they might need, how can you make an invitation to meet their needs or wants?



## Tip #3

### “Photo Op” Fundraiser

- This program takes a combination of the latest technology tools to execute, but if you have the right type of operation and community, it can be a high impact campaign.
- Turn over to see how "Restaurant" Supports this talented group!
- What you will need:
    - Digital camera
    - A quality, fast color printer....
      - ✓ Or a Printer / mail house with fast turnaround (I recommend [Printing Solutions in Portland, OR](#). [Link to Printing Solutions](#) )
      - Fast quality, personalized service with low minimums
    - A database source with the ability to center around a specific address.
      - ✓ I recommend [InfoUSA](#). This company has some of the best resources available to sort your data prior to your own specific needs prior to downloading.
  - Now what to do?
    - Connect with your community. Choose & contact schools, group, organization, PTA, Coach, etc.
      - Ask them to allow a photo session of their group in front of their building, field, etc. This is best done during a special event, concert, game, or fundraiser they are having.
      - Place a small headline which says your business supports this group with their photo. Include: “See other side for more”.

- Have their photo on the front side of a half page post card. (8.5 X 5.5)
  - The other side has your offer, claim, proof, contact, etc.
  - The back also includes a commitment of support for each coupon / offer redeemed which goes to the organization.
- Use the database source (InfoUSA?) to make a list of addresses within 1 mile of where the organization had the photo taken. Library? Exhibition Hall? School? So many options!
  - Send each address one of these unique, localized postcards with an offer of support.
- You can decide what amount to contribute to the organization for each order. I recommend that you make it worth their while and not do less than \$2 each.
- Why? Because the group will alert the community to watch their mail and order.
- This mail piece receives word of mouth several times from the organization.
- At the end of the campaign, you write a check based on redemption to the organization and present it in public.

In this case, you are sending out a post card within 48 hours of taking the photo, with the purpose of connecting and supporting. It no longer becomes just another piece of mail.

What are the chances of this invitation going on the refrigerator vs. others? Will the community recognize someone in the photo? The longer they save your invitation, the more accepted you are and more likely they are to order from you. I recommend doing this for more than one week and with quantities which will create a win-win-win. 10 years ago, the concept of taking a quality photo, printing it on a direct mail card and sending it out within 48 hours was not possible for the small business. Technology allows you to move quickly like never before.

## *Tip #4*

### ***Guerrilla Calls – Invitations, Recognition and Awards for Community***

Every community has a local activity center, a calendar, a local newspaper, a library with an event calendar.

Every community has an “underground” where people gather in groups to share common interests, solve problems and do team activities.

A very energetic person who is equipped with a phone, award certificates and a great attitude will make a big mark.

**Here is how to implement your campaign:** Each day, pick newspaper articles which recognize accomplishments and efforts in the community. Clip these articles out. Call the person(s) and let them know how amazed you are at their accomplishment. Extend an invitation to them. Offer an Award Certificate to them, their team, their group.... Offer a special group “deal” to accommodate any celebration they might have. Offer them your thanks for being so great at helping in the community.

As to the calendars of events, most have dates, times, numbers in group, purpose of event, etc. Some are in restaurants, others are not. Where there is a group of people, there is usually a need for snacks, meals, etc. Where there is a group of people there is one person who is probably handling everything with too much to do.

If you make 10 calls each day to recognize accomplishments connect with people on a calendar, by the end of one year, there will be almost no one who is active in the community who will not know your restaurant’s name.

Track each call with a very simple log which includes the 5 W’s. At the time of contact, a variety of things could be offered. Mailing out a VIP Card, a Certificate of Recognition, a sample of product are some examples. Offering the opportunity to have a “direct hotline” can connect them with you a little more and if your system allows for it, a “future credit” towards their next purchase can go a long ways when given personally over the phone.

This is one of the least expensive and highest impact opportunities.

If you don't care about people, community and offering recognition to others, then not only is this not for you; I would think you may want to consider another business?

## Tip #5

### **Announce “ \_\_\_\_\_ \* Appreciation Day”**

- **\*choose a day to celebrate & use Press Releases to promote the day / week**
- Fill in the blank with Hospitals, Accountants, Armed Forces, Military, Teachers, Firemen, etc.
- Take a calendar, select a day or week-end.
  - Dedicate it to a group of people for recognition and support.
  - Offer a FREE \_\_\_\_\_ for each teacher, nurse, doctor, taxi driver, etc.
- Go to my website for all the press release options: [Link to Press Release Option](#)
- Contact the local support associations, newspapers, radio stations to let them know of your commitment. Start the campaign about 30 days in advance and build on it as the day gets closer.
- While the product you give away will be a cost, the goal is to receive thousands of dollars of marketing value with press support for your cause.
- Does it work? Yes. When you get others interested in promoting your business; magic begins to happen.

## Tip #6

### Online Invitations – eVite



- This tip is simple. Use eVite. [www.evite.com](http://www.evite.com)
  - i. eVite is an online invitation tool to invite people to an event, party, etc.
- It is FREE.
- It is newer technology and again, allow for a learning curve and testing.
- Your message, your party, your purpose for making people smile can be written in a decorative, unique invitation.

The barrier of course is acquiring email addresses of customers or potential customers to send them an email invite. *Which takes us to the next tip:*





## Tip #7

### ***Always have some method of capturing email addresses.***



- You have an advantage with a brick & mortar business over an internet business.
  - “What?” You say?
- Your team comes in contact with the customer. Person to person. This is an advantage since you have the opportunity to maintain a good relationship vs. those companies online.
- Here are methods to capture the email addresses.
  - Have a monthly give away of something fun / popular such as a digital camera.
    - Have the staff talk it up and get email addresses so the customers can be notified if they win.
    - Be sure to have opt-in entry forms available and getting signatures is even better.
    - Check to be sure customers have signed, giving permission to contact them by email.
  - Team up with one or more other businesses to offer a bigger prize to share costs and email addresses on the entries.
  - A common trend is to offer a free product item for email address.
  - Fish bowls are traditional but they work. (have a daily drawing for a smaller prize)
  - Use any of the other tips to focus on gathering email addresses.
  - Coloring contests, writing contests, any kind of drawing attracts attention.
- If you would prefer not to use eVite, you can subscribe to a variety of email management services.

- Here are but a few options: [ConstantContact](#), [iContact](#), [aWeber](#), [Campaigner](#), [GetResponse](#). These have a monthly service fee and each has its strength.

Asking for an email as a second form of contact should be as important as asking for a phone number.

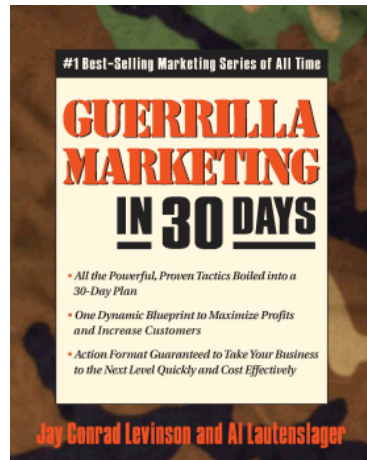
Keep the information confidential and do not sell it. Spam is illegal and hated by most.

Once you have 1,000+ in your email list, you can send out **Unique Personal Invitations** is at a very low cost.



## Tip #8

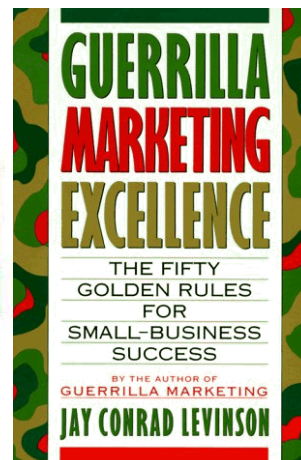
### Read “Guerrilla Marketing” by Jay Conrad Levinson



principles still apply. [Click Here for CD and books about Guerrilla Marketing.](#)

- This tip is simply to feed yourself with new ideas regularly. Jay Conrad Levinson’s books are applicable today more than ever since technology has taken us to a new level.
- There are many CD’s, Tapes, Videos, and books. Do not discount the books written several years ago. The principles still apply.
- Your ability to think like a guerrilla marketer might be all that is needed to improve business. This tip may seem simple? Jay Conrad Levinson changed the way I did business. That said, it is simple but powerful as Guerrilla Marketing can be more powerful than ever.

**GUERRILLA  
MARKETING**



## Tip #9

### “Ambassadors” for your business will take sales to the next level.

- Do NOT attempt to take on the task of making every invitation yourself.



- Remember the example of having a party at your home? Turnouts are larger when there are others promoting your party with you and for you. You are not alone, you have friends who care.
- Ambassadors are groups of people who have as much interest in promoting your business as you do. They receive benefit as a result of the success they help you achieve.
- The benefits are given to your Ambassadors after the results are achieved.
- Who can be an Ambassador?
  - Another company who you promote as well.
    - Take a look at the Cheesecake Factory menu. Every page on the menu has another business which is promoted. There is collaboration, a win-win.
  - Another company can share your advertising space?
  - A Boy Scout group who is doing a fundraiser?
  - A high school band needing an audience to test?
  - A group of seniors walking the neighborhood for health?
  - Flier distribution by a group with a need for free food coupons?
  - Radio stations, newspapers, and sporting games all need prizes and will announce your business for trade of goods.

- Any business or organization that has a need to fill might be a potential Ambassador. Extending invitations in TIP #4 will quickly connect you to who's who and allow for information to flow.
  
- ✚ Having Ambassadors requires someone on your team to be reaching out, listening, analyzing and creating relationships where both parties gain. The method is first asking a key question: "What is the mission of your organization?" Another is; "What is one of your biggest frustrations?"
  
- ✚ Do NOT sell your product / service.
  
- ✚ Instead, listen to what the needs are in their organization. Once you know this, using your business to meet their needs allows for a relationship and potential business. The answers only become clear after the specific questions are asked and answered.
  
- ✚ Do NOT come to conclusions of what someone needs until you listen.

## ***Tip #10***

### ***Use Cartoons, personalized with your customer's names inside the cartoons, via direct mail.***

- If you received something by mail or email which was a fun cartoon by a famous artist/cartoonist and it had your name in it..... Would you be impressed?
- [www.CartoonLink.com](http://www.CartoonLink.com) offers you the opportunity to send cartoons to your customers with their name in the cartoon.

This Unique Personal Invitation offers someone a chance to pause and read the cartoon, vs. just an advertisement.

Stu Heinecke is a pro and you will find his work among the famous. His talent is at your disposal by signing on to a program at [www.CartoonLink.com](http://www.CartoonLink.com) .

The website offers direct mail campaign systems where all you do is choose a database and everything is done for you. The power of having a customer receive a personalized message with their name is much more than a traditional tool of printing fliers and inserting them into the paper.

The front of your direct mail card has a cartoon message to capture their attention, make them smile or feel a little better about their day.

The back side has the message, the offer, the claim, the proof, etc. You might even tie the two directly together. Stu can align the messages to your needs. He is a pro in every sense of the word.

The best method is to sign up for one of the continuity programs. Create a campaign for longer than just a few weeks. Utilize these invitations to a very targeted group where your return is more likely to be high.



Stu Heinecke sent me this as an example.



*"Have you seen the latest issue of the Journal? It's all, 'Michael Hartzell this, Michael Hartzell that,' and nothing about us."*

CartoonLink.com offers a turnkey system. Stu and his team take your marketing seriously and since his name is on each cartoon, he is advertising his work as well which creates a powerful collaboration.

## **Conclusion:**

There are dozens of options. My website [www.michaelhartzell.com](http://www.michaelhartzell.com) offers a [marketing planning calendar](#) in the [library](#). It's free. Grab it!

If you are first considering COSTS for making invitations and not considering Return On Investment (ROI), you will not have the best opportunity to move your business forward.

There are a few tools in the library at [www.michaelhartzell.com](http://www.michaelhartzell.com) to help you plan and analyze what your Return On Investment might need to be.

If you Google ROI or Return On Investment, you will have a multitude of FREE tools / formulas. Each has its own approach but the math is basically the same. How much are you investing into a marketing campaign vs. how much is the profit.

Would you say a few of the 10 TIPS are simple (too simple?)? Some are a little more complex and require preparation, study and practice. Some may seem obvious... but if so, then why are so very few taking the time to implement them?

What is the theme? What do ALL have in common?

**ALL 10 TIPS** offer more opportunity to have Unique Personal Invitations to either your current customers or potential customers.

- Your next step?
  1. Know your target / goal / purpose. Financially, customer counts, email addresses, etc.
  2. Post a calendar on your wall.
  3. Determine who, what, where, when, how, how many and write it down on your calendar.

Do NOT attempt to do everything yourself.

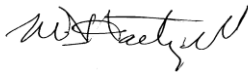
If you need assistance you can hire a consultant. The benefits will be at least twice the value you invest as a result of their expertise. With a consultant consider: the amount of time saved,



the ability to complete projects more effectively, the knowledge of what to avoid, the ability to assist with plans/budgets and meet them, analysis skills to lower risks.

Nothing is guaranteed. All markets have their own unique set of needs. The skill and will of your team (and you) are the biggest factors to success. If you focus your time on connecting and serving and avoid the aspect of working hard with no purpose, you will move your business to a place it has never been.

To your success;

A handwritten signature in black ink, appearing to read "Michael Hartzell". The signature is fluid and cursive, with a large initial "M" and "H".

Michael Hartzell

Author, Speaker, Business/Marketing Coach