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**To:** "Janine" <janine@janineduff.com>  
**Sent:** December 9, 2009 2:56 PM  
**Subject:** Holiday Newsletter

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JANINE DUFF

**SPECIAL HOLIDAY  
OFFER! I  
guarantee yule  
love it.**



**Hire me to do your web  
copy by January 31st and  
I'll take 20% off the total  
price!**

*The average visitor spends less than 60 seconds on a website. Are you losing potential clients due to lackluster web copy?*

You don't want visitors to land on your website and start snoring after two sentences, do you? I can craft online content that communicates directly to your audience in a clear, engaging way that'll hold their interest and keep them coming back for more.

Not only can I improve content readability and quality, but I can also help you skyrocket your conversion success. This could be anything from a purchase to a newsletter

## Happy Holidays!

I hope this newsletter finds you in good spirits with Christmas just on the horizon. If your year has been as eventful as mine, I'm sure you're looking forward to some much deserved rest and relaxation! But before we hit up the new year, I must give my sincere gratitude and appreciation for your business. I've definitely had some creative, challenging, and rewarding writing projects to work on these past several months. I was also lucky enough to have the opportunity to work with some extraordinarily friendly and optimistic clients, which is always a refreshing experience for any freelancer.

So here's to wishing you have a cheery holiday with ahead-of-schedule Christmas shopping, more baked goods than you can stand, and family down-time that isn't quite as crazy or disastrous as National Lampoon's Christmas Vacation.

Warm Regards,  
Janine

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### **EVERY BUSINESS OWNER'S MOST EFFECTIVE GUERRILLA MARKETING WEAPON**

As a tribute to my first official newsletter, I'd like to share some tidbits of information with you on why **a simple and brief monthly newsletter can be one of your most**

sign-up to a prospective client contact, whatever it is you're trying to achieve.

**Contact me for details!**

## 12 Days of Christmas for Business Owners



The countdown to Christmas is underway! Here's a 12-day plan to utilize the festive season to your advantage. These creative suggestions will help you promote your business and guarantee you have something special to offer your clients.

1. Get your product or service noticed with something that will make a powerful impact. Consider a press release, blog post, brochure, podcast or free e-book.
2. Attend a networking event to promote your business or organization. Hand out free brochures or newsletter samples in addition to business cards.
3. Write down your personal goals for the new year.
4. Introduce yourself to three potential referral sources, such

### powerful marketing tools as a business owner. Why?

Well, it'll help you do the following:

- Remain constantly visible to your clients and interested prospects so your name is the first they think of when they require the type of services you offer
- Eliminate the unnecessary expense of conventional modes of advertising, which are generally unsuccessful to boot
- Pre-sell your quality and competence by informing your target audience without any attached cost
- Differentiate yourself from your competition
- Save time and energy on marketing since newsletters are generally more cost-efficient than traditional advertisements - they can be reproduced at large volumes and distributed widely for next to nothing

A monthly newsletter will work better than most advertising tools because it adheres to three main principles of marketing.

1. **It's targeted marketing.** Recipients will be previous clients or prospects with demonstrated interest. It pays to advertise to those who are most likely to buy from you.
2. **Customer retention and loyalty is more profitable than trying to drum up new clients.** According to statistics, it costs seven times more to acquire a new customer than it does to resell a past customer.
3. **Educating your audience will gain you more profit than hard advertising.** People prefer a soft sell, so information always trumps the salesperson mentality. In *Confessions of an Advertising Man*, David Ogilvy illustrates this when he says: "The more you tell, the more you sell."

Distributing a regular newsletter can deliver timely content that fosters valuable relationships and increases brand awareness. This is one writing service I offer. I can write articles on new products or services, awards,

- as other professionals in your field.
5. Add or update success stories and testimonials to your website.
  6. Advertise a special holiday promotional offer or discount.
  7. Send out personal handwritten holiday cards to your current clients to show your gratitude.
  8. Follow up on leads that showed an interest in your product or service, but didn't buy.
  9. Let your clients know about your upcoming plans for the new year and any new services that will be available.
  10. Take a small percentage of your profits and donate them to a charitable organization.
  11. Offer something new and exciting to current and prospective clients. For example, try a seminar, forum or monthly newsletter.
  12. Do something nice for yourself. After all, you deserve it.

success stories and case studies, promotions and events to keep your current and prospective clients in the loop. Contact me for more details or to receive a quote.



#### **CONTACT INFO**

*Feel free to get in touch!*

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***"Don't bunt. Aim out of the ballpark." ~ David Ogilvy***

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