

CoinflipMarketing

# SUCCESS MANUAL



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# CoinflipMarketing


## Success Manual




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# The Problem

Your best prospects are busy.

Too busy to open your email.

Too busy to take your call.

Before you can get a meeting, you must get their attention.

But it's hard.

If you're looking to get more sales meetings, you may not have time to prospect, you can't get high value prospects to pay attention, and you're constantly blocked by gatekeepers.

If you're looking to increase value from your existing clients through referrals, you may be struggling to keep their attention, are struggling to get them to open up their network and may be worried competitors are circling.

In both cases, you have good reason to worry.

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The market has never been more competitive. Attention spans have never been shorter. Loyalty has never been weaker.

And what worked before, won't work in 2023 and beyond.

It's time to work smarter and use an approach we know works wonders, regardless of your budget and the amount of time you have to follow up.



# What and who this guide is for

This Success Manual is designed to show sales reps how to get the attention of hard-to-reach prospects or build bulletproof relationships with existing clients.

Within these pages, we've included in-depth ideas, actionable advice, and case studies from successful clients who have achieved success with this approach.

The content will help you uncover the secrets to effectively connecting with hard-to-reach prospects and clients who are always too busy to respond (or so they claim!). In doing so, we'll show you simple, straightforward, and devastatingly effective ways to increase sales and client value by improving your response rate and making your sales efforts more effective. Best of all, for a small amount of effort upfront, you will save hours of time and effort later and claw back huge chunks of time in your week.

How do we know? Because that's exactly what our clients feed back to us when they start using the strategies we gave them.

# Why listen to me?

Getting conversations with prospects is hard.

I should know because I used to be in your shoes.

As a VP of Sales in the asset management industry, I went to battle every day for 14 years, just like you, swinging left and right at gatekeepers, ghosting, and having the phone slammed down on me.

I even got told to “F” off a few times.

I know how that felt, especially with all the effort I put in.

But it wasn't just that. It was affecting my finances and, ultimately, my family. If I wasn't able to crack the art of getting attention, all our hopes and dreams as a family meant nothing.

That's when I resolved to do something that 99% of my colleagues and peers would never do.



Try something different.

I knew that my best clients were busy, but I had so many great conversations with them. They weren't just a number or a revenue target.

They, too, were humans with families, hopes, dreams, and fears.

If I could find a way of speaking to my prospects differently, surely that would get better results, right?

And that's where the WOW mailer concept was born.

By taking a little more care and attention and focusing on the prospect or client and their wants, needs, or interests, I got their emotions firing.

When people feel entertained or moved by emotion, that's what gets their attention and makes you memorable.

**Old-fashioned prospecting fails because it lacks personalization.**

It's not enough anymore to plug your prospect's name into an email field. The secret to standing out from the competition is focusing on what matters to the individual in a strategic, personal way.

Personalized marketing is how top sellers get their foot in the door.

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Marketing shouldn't be a game of chance.

Through this Success Manual and in all the content we publish, programs we run, and our work with clients, just like you, I want to help you flip the odds so you have a better than 50% chance of getting your foot in the door of your dream client.

Let's get started.

Jeremy Blubaugh



# Your prospects and clients have seen it all before...

A staggering \$37 billion is spent every year on branded promotional items.

Forget about the waste that it produces. Just think about how much marketing budget is thrown in the trash by simply “doing what everyone else does.”

As we’ve already mentioned, prospects and clients are tired of the same boring, unoriginal approach that many businesses use. And the primary reasons for this are:

- 1. It’s because it’s an approach they’ve always used.**

Sure, it may have worked at some point when the competition was light and your customer or client wasn’t being bombarded with the same items every single week.

But if you’re not doing something new and interesting... someone else probably is.

## **2. It's easy.**

Ordering a bunch of promotional items is simple. Yeah, you're busy, and you probably don't feel it's worth the time and effort to pick out items when you're unsure of the return.

There's another way of looking at it.

You should be delighted that so many sales reps fall back on what is easy. They know outreach is important to get in front of potential clients, but they make the mistake of looking for something simple and scalable.

Rather than worrying about being scalable, focus on what works.

And 9 out of 10 times, that means doing things that aren't scalable.

There's a reason we positively respond to certain gestures. When we receive a handwritten note, something related to our interests, or even an email asking how an event we recently attended went, it speaks to us emotionally because it is personal and thoughtful.

It separates a message from everything else we receive that day – because it's focused on us.

When it comes to making an impact on your prospects, you must take time and thought to

Remember...

**The difference between good and great is only a few percent.**

Hyper-personalized marketing is what gives you the edge – the extra percentage over the rest of the market.

Take this approach, and you become untouchable.

No matter how many free steak dinners, branded water bottles, or customized pens they receive from any other sales rep, you guarantee your message works.

That is what separates good from great. It's also what separates the also-rans from the top earners who take their revenue to the next level with this approach.

If you're not doing as well as you know you should, this will help. If you're already doing well with outreach, this will enhance it.

*The great news is that you can quickly and easily automate much of the work. Instead of coming up with new ideas every month, how would it feel to have at your fingertips proven ideas and mailers that are working right now? Discover our Coinflip Marketing Monthly Club right here. [\[Click Here\]](#)*



# Why you need to WOW your prospects and clients

*“ Don’t underestimate the power of  
these tiny gestures ”*

Developing strong relationships with clients is essential for growing your income.

Being able to consistently attract attention and build trust with prospects is essential for growing your business.

And in an age where so much is digital, engaging in conversations is even more important as human connections become increasingly rare.

If you want to stand out from your competitors and leave a lasting impression on your customers, you need to do more than just offer great service.

**You must give them WOW Moments.**

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These are those special moments when you do something above and beyond that makes them feel appreciated, special, and valued.

It could be as simple as sending a personalized thank you card, delivering lunch unexpectedly, or offering an unexpected discount.

These small investments of time and money not only set you apart from the competition, they also give your prospects and customers a boost in confidence knowing that you value their business enough to go the extra mile.


Don't underestimate the power of these tiny gestures.

They make all the difference in building better relationships with your customers and making them feel truly appreciated. Investing in your clients through WOW Moments is an effort that will pay off big in terms of loyalty and trust from your customers.

It shows them that you care and recognize their business, which can help boost their self-esteem.

So don't be afraid to take the time to show your customers how much you appreciate them - it will benefit your business in the end.

WOW Moments are a great way to build positive relationships with clients and make them feel valued for relatively little effort.



## CASE STUDY (Enhancing existing activity)

# How we help clients increase response rates and achieve extraordinary results from existing activity by adding personalization

### The challenge

A common theme among salespeople we work with is that they're already doing outreach. Sending out gifts and cards on special occasions has become part of their sales process. Yet, when you break down how effective this approach has been, the response rate is usually low. While you may win some business or referrals over time, the cost often doesn't deliver the results you really want.

When they come to us, many of our clients were doing the right thing by reaching out to clients on a regular basis. While it was better than nothing, the company's results were average – and it was clear why.



Recipients suffer ‘fatigue’ from the same tired ideas, such as corporate-branded merchandise or bottles of wine. They’re so used to getting the same items every year from salespeople they work with and those trying to win their business.

For existing clients, at best, this ‘traditional’ approach keeps the sales rep in touch with the client; at worst, it may cause the client to re-assess their value to the salesperson. And, as a prospecting tool, this approach is fast diminishing in value, yet – in both cases – it’s possible to achieve better results.

## The solution

For salespeople and organizations currently doing outreach, a small shift to a personalized approach leads to huge shifts in response rate and results.

After hiring us to level up their outreach, we developed a tailored personalization strategy to build an emotional connection to their best clients and highest-value prospects. The approach transformed every client’s response rate. By taking time and care to understand their clients’ interests and providing a personalized approach with every touchpoint, we increased responses, conversations, and, ultimately, revenue. As one client, Mark, said, “I’ve been calling and emailing this guy for two years! Who knew all it took was a personalized card and coasters!”

*Read more success stories at [coinflipmarketing.com/success](https://coinflipmarketing.com/success).*

*[SUGGESTED LINK]*





# Why anyone can benefit from WOW Moments (regardless of time or budget)

“Sure, this sounds like a great idea... but I don’t have that kind of budget, and I certainly don’t have the time!”

These are two of the most common objections to running a WOW Moment campaign for prospects or clients.

Let’s address the first: cost.

Earlier in this manual, we cited a figure of \$37 billion spent on promotional items every year in the US. Promotional items are big business.

We’ve heard stories from clients about spending thousands and thousands on these kinds of campaigns that achieved nothing or picked up just one or two clients.

While it produced a result, it never sets the world alight.

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The irony is that using the WOW Moment approach, cost is never the issue. Creating WOW Moments takes something very different: thought.

A well-timed handwritten note can have a greater impact on your prospect or client than a hamper packed with food and liquor.

And that's where the second objection comes in.

Thoughtful gifts require... thought. Who has time for that?

Fortunately, after working with hundreds of sales reps to help them successfully raise their response rates, we know exactly what works and what doesn't.

That is why we are confident in our ability to deliver the WOW strategy regardless of your starting point or budget.

In the next case study, we show how you can implement a simple, straightforward strategy without gifts, just using the highly personalized approach via email.



## CASE STUDY (Using email)

# How Daniel took his sales to the next level with our simple, personalized email strategy

### **The challenge**

Sending gifts to your best clients has long been a retention strategy favored by salespeople. There's a reason: it works, or at least it has worked in the past. There's always the challenge of falling back into complacency.

Slapping a logo onto a water bottle and mailing it to your best clients is simple and easy. This means that if it's easy for you to implement, it's easy for others. This makes you susceptible to competition as everyone vies for your client's attention.

When we started working with Daniel, he wanted to get away from the 'traditional' way of keeping in touch with clients. You know, the kind of tired ways that have been used for years because "it's what everyone else does."

## The solution

We believe in a different approach. Our personalization strategy isn't about what you send; it's about figuring out how to make the recipient feel valued and special. It could be a gift, it could be an email, it could be a well-timed voicemail.

The point is that by committing to understanding how to deliver an emotional punch to your client, you put distance between yourself and your competitors.

Instead of resorting to gifts, like so many in his sector, we helped Daniel implement a simple email strategy that guaranteed he could deliver an emotional impact to his best clients consistently.

While many people would be concerned their emails would get lost in the inbox, we showed Daniel how to research and find the right words to hook the attention of his top clients and make them smile. He didn't need gimmicks, and he didn't need a huge budget to saturate bomb his clients with gifts.

All he needed was a simple personalization approach we teach, which is proven to consistently land more meetings, more calls, and more income from clients. This strategy deepens those important client relationships and takes your sales to the next level.

*Read more success stories at [coinflipmarketing.com/success](https://coinflipmarketing.com/success).*

*[SUGGESTED LINK]*



# 6 low-cost WOW Moments to make your clients smile

## **WOW Idea #1 – Send a welcome letter in the mail**

As part of your onboarding process, send clients a fun and witty welcome letter in the mail. Introduce yourself and tell them how happy you are to have them aboard. Paint a colorful picture of how it feels to welcome them as a new client:

*“When I saw you sign up, I was so happy I wanted to do a cartwheel. Since I can’t do a cartwheel, I shouted, “Woohoo!” and spun around fast in my desk chair.”*

Share a little information about yourself - like where you're from, your pets' names, your favorite pastimes, and any quirky skills or abilities. Let them know what to expect next in their onboarding journey, and close with an upbeat signoff that leaves them looking forward to the next step.

**Cost:** *The cost of postage*

## **WOW Idea #2 – Send a customized ‘thank you’ card**

Do you send follow-up emails thanking clients for a meeting? Nice thought, but you can do better.

On any given day, your client has dozens, if not hundreds, of emails awaiting their attention. And as a subject line, “Thank you” isn’t winning any awards for creativity.

Instead, handwrite a “thank you” card like your grandma taught you. Be specific about why you’re thanking them (“thanks for chatting with me on Thursday”) and mention something specific from the interaction (“Who knew we were both Mets fans?”).

*An envelope in the mailbox is worth a dozen emails in the inbox.*

**Cost:** Under \$5

## **WOW Idea #3 – Don’t just send a birthday card. Send THE BEST birthday card.**

Your client’s birthday is the perfect opportunity to wow them. Skip the greeting card aisle and use Canva to create the best birthday card you can possibly send.

Use a high-quality image of something they’re crazy about – like a Star Wars design you found online or a screenshot of their dog from Instagram

If you're savvy with photo editing software, insert their name or their LinkedIn profile picture into the image. For example, put a Cubs fan's name on a picture of the Wrigley Field marquee or a finance guru's face on the cover of Forbes. Take as much care with the text inside the card. Draw on what you know about them to write a thoughtful, personal message.

Your client is going to receive a lot of cards on their birthday. Make yours one they want to keep.

**Cost:** *The cost of postage*

## **WOW Idea #4 – Celebrate Customer Appreciation Day**

Customer Appreciation Day is April 18. Make your customers feel appreciated. For examples, you can:

- Send personal messages
- Send a thank-you video
- Offer one-day freebies or discounts
- Give account credits

**Cost:** *Free*

## **WOW Idea #5 – Show up in unique ways**

Show up in thoughtful or helpful ways when your client least



expects it.

Show up on a random trash day to take out the trash.

Instead of sending a follow-up email, drop by with a note.

On Feb. 1 (National Change Your Password Day) send clients a reminder to change their passwords

On Sept. 21 (World Gratitude Day) send clients a list of 5 reasons you are thankful for their business

Every helpful and kind interaction builds on your customers' mental image of you. The more positive interactions they have with you, the less inclined they will be to take their business elsewhere.

**Cost:** *Free*

## **WOW Idea #6 – Bring a surprise**

Every time you visit in person, show up with a small gift for your client or the people in their office, like a tray of lattes or a token souvenir of their favorite sports team.

The law of reciprocity makes us more inclined to listen to people who do nice things for us. A series of small gifts, without asking for anything in return, can do wonders to grease the wheels for future proposals.

Surprises don't have to be expensive to be impressive. It is the thought that counts. Soon, your visits will be an event the whole office looks forward to.

**Cost:** Under \$25

*Want more ideas to implement in your business and double your response rate? Download our low cost WOW Mailer guide [here](#). [LINK TO WOW GUIDE]*



# How personalization saves you time, effort and money

Sales is a numbers game. We assume you've heard this phrase before, right?

Holding this belief means that if you want to have more conversations, more meetings, and win more clients, the only path is to increase the volume of your outreach.

Here's what it really means:

More cold calls.

More cold emails.

More cold LinkedIn connection requests.

What this omits is the cost you pay in time, effort, and energy.

A poor response rate is the real reason sales reps spend more time calling and emailing. If your conversion rate is low or falling, you have to keep increasing the number of emails you

send and calls you make to an increasing number of leads.

By focusing on improving your response rate, you immediately reduce the amount of time and effort it takes you to achieve the results you want.

A typical response rate of 1–2% from traditional channels leaves you spreading yourself thin. That's a whole chunk of time, effort, and energy to get the kind of numbers you need to hit your goals.

Imagine the time you would save and the hours you would claw back by raising your response rate to 10%.

What about 20%?

Or 30%?

What if, for every 100 prospects you reached out to you were able to achieve 50 responses?

What difference would that make to your time and energy, while increasing your success rate.

By executing a WOW Mailer strategy, your business is working smarter, not harder. We've proven the time and cost savings of taking a little more care and attention to dramatically improve response rates.

Investing 10 minutes to better understand a prospect outperforms bombarding 100s of potential prospects with messages.



## CASE STUDY

(Increase response rates, saving time)

How we helped stressed, overwhelmed sales reps take their income to another level by increasing response rates up to 60% - and doing it in half the time

### **The challenge**

Getting the attention of hard-to-reach prospects has never been harder. With so many distractions vying for anyone's attention each day, it's hard to get attention in the inbox, let alone a response.

And don't even mention cold calling. With even more obstacles in the way of getting a prospect on the phone - from aggressive gatekeepers to call screening—you're forced to spend hours of wasted effort to get any kind of response.

Sure, it's a numbers game, but falling response rates make the job of getting new clients time and energy-intensive. It leaves

you questioning whether the return really is worth the effort.

How many times more can you handle having the receiver slammed down on you or being scolded for pitch slapping on LinkedIn?

## **The solution**

When an approach stops working, it's madness to persist, right? Instead, it makes sense to take a step back and assess whether there is a better approach. There is:

### ***Hyper-personalization.***

It's the reason why so many stressed and overwhelmed sales reps who use phone and email turn to us to increase their response rates from cold outreach and dramatically increase their revenue while saving time.

To get the attention of someone who doesn't know you and doesn't want to speak on the phone, you need a different approach. What we know works is engaging their emotions. People respond to two things: their interests or being entertained. In other words, you have to make them smile.

If you achieve this, you greatly increase your chances of getting a response and your odds of getting a meeting.

## **The advantage**

Handing the right strategy to salespeople who previously used phone and email to contact prospects gets results.

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When our clients first come to us, they're usually hovering around a response rate of 1% - at best! By revealing a different approach and the power of personalization, clients have seen response rates jump between 30% and 60%.

Cold calling and cold outreach never get you a response rate like this.

A better response rate means more conversations, more customers, and more sales. It also means less time and energy wasted doing what everyone else does and getting poor results. Now, that's your advantage!



# Why sending branded items not longer cuts it

Unfortunately, not enough companies recognize the power of WOW Moments or are willing to invest their time and resources into sending a handwritten note or small gift that means something significant to the recipient.

Taking the time to give customers and clients these special moments helps you build better relationships with them and make a lasting impression.

Although people tend to think of mailing items as requiring far more effort than an email or phone call, it is actually a minor effort that can pay off significantly in the long run.

Don't be like every other sales rep. You escape the crowd; it pays to explore other paths less traveled.

This is where observing what other industries do well and evaluating how to apply them to your business through a case study (example) comes in.



# How a little bit of Hollywood helped Tyler achieve more business and more referrals from their key clients

As a sales rep, nurturing relationships with your best clients can be a challenge. It can take time to build trust and loyalty, especially in an ever-changing market - but it can easily be lost with one misstep when you're following up on or nurturing the relationship, particularly with gifts.

A huge amount of money is spent in Tyler's sector on promotional items, yet more and more we see clients disengaged with this traditional and tired approach, and it can kill your sales.

At best, the gift sent to the client doesn't engage them and gets left on the desk or thrown away. In the worst-case scenario, however, a poorly thought-out gift can make a client seriously reconsider how much they are valued.

We worked with Tyler to develop a customized approach for his best clients. In a sector that is highly competitive and where competitors are always circling, it was clear that sending branded gifts was no longer going to cut it.

By understanding his clients' LTV and the need to work within compliance, we put together a number of completely out-of-the-box ideas that Tyler loved and was sure his clients would find intriguing.

The highlight of the campaign was sending empty popcorn boxes printed with Tyler's client's company logo, along with a note teasing what was about to arrive at the client's office. This message was followed up a few days later with the delivery of a fully functioning, old-fashioned popcorn machine.

As his clients wrote in an email to him after receiving the gift, "Wow! Over the top!"

That's exactly what we intended to achieve working with Tyler, and it's clear from the response that his clients loved the thought and consideration that went into the gifts. Better still, as a result of the campaign, Tyler was invited to the client's office (to try some popcorn, obviously!) to discuss further business. The client also expressed an interest in helping refer more good prospects to Tyler, all for less than \$300.

*Read more success stories at [coinflipmarketing.com/success](https://coinflipmarketing.com/success)*

*[SUGGESTED LINK]*



# 5 simple but impactful WOW Moments to get your prospect's attention

## **WOW Idea #1 - Send a video message**

Your client gets dozens of emails and text messages every day. Make your message stand out by recording and sending a personalized video. To shoot a video optimized for sending by email, try an online service like BombBomb, Veed, Loom, or Covideo.

**Cost:** *Free*

## **WOW Idea #2 - Highlight events**

Learn about their interests and look up related local events.

Send an email asking if they're attending.

Is the vino lover planning to visit the wine festival?

Will the Civil War buff be at the weekend reenactment?

Is the fisherman kicking off the season at a fishing derby?

If they are attending the event, they'll be excited to talk about it. On the off chance they didn't know about it, you become the helpful friend who put it on their radar. Either way, they say, "Wow."

**Cost:** *Free*

### **WOW Idea #3 - Celebrate fun events**

Greeting cards aren't just for holidays. Log in to Canva and create a custom card to celebrate whatever your client is excited about.

Here are some ideas to celebrate:

- Sporting events (March Madness, the Master's Tournament, the World Series)
- Entertainment events (a movie release, a concert tour, the Oscars)
- Obscure holidays (National Gardening Day, International Jazz Day, Anime Day)

**Cost:** *The cost of postage*

### **WOW Idea #4 - Send a book**

Few gifts say “I was thinking of you” as well as a thoughtfully chosen book. Search for your prospect on Goodreads.com. If they have an account you can surprise them with a title they’ve been meaning to read.

If not, use what you know about them to choose a book. It might be a biography of someone they admire, a guide to a hobby or interest, or a business book that aligns with their philosophy.

Write a short note inside the cover, telling them you hope they enjoy the read. You don’t need to wait for a gift-giving occasion. The gifts that stand out the most are the ones given for no reason at all.

**Cost:** \$10 - \$25

### **WOW Idea #5 - Send holiday cards they’re not expecting**

Have you ever sent a card on an out-of-the-norm holiday? Everybody sends a card at the end of the year. BORING. If you want to WOW your clients, send cards nobody else does. Mark offbeat occasions like Labor Day, April Fool’s Day, or the Fourth of July. Bonus points if you can tie the celebration to something you know is important to them. Got a client who’s proud of her

Irish heritage? Send a St. Patrick's Day card. If your customer is a big horror fan, send spooky greetings at Halloween.

**Cost:** Under \$5

*Want another 49 ideas to use in your business right away?  
Download a copy of 50 WOW Moments and start getting the  
attention of your clients and prospects now. [\[LINK\]](#)*



# The 3 must-haves when sourcing your next WOW Mailer item that guarantees you make an impact

Not sure what kind of mailer will make an impact? If you really want to stand out to your client or prospect, try to find an item that hits all three of these

- Focus on items that solve a client's pain point
- Find products that they would never buy themselves
- Be unique and different

Here are three WOW Moments that have worked really well for many of our clients, using the above criteria.

First up, who hates getting into their car with an umbrella and getting soaked? It can ruin your day, right? Introducing the Smartbrella.

Second, it's cold out, but you need to respond to a message/ email? No problem – here's a pair of magic touch gloves.

Third, everyone loves the beach. But it has its pitfalls. Like sand on the blanket. But not anymore with the sand-free beach blanket.

These are three that have stood out over the years.. They may not be what stands out for your clients, but they are memorable and useful because we hate buying gloves, umbrellas, and towels ourselves. They solve pain points – getting soaked, no texting, and sand everywhere. And lastly, they were unique – many people won't even know these items existed until they received them.

That's why to WOW your clients, you need to make sure it's something different or unique.

*Want even more WOW mailer ideas to make your prospects smile (and respond)? Download our 50 WOW Mailer Ideas here:*

*[INSERT LINK]*





# What next? It's over to you...

We've given you a ton of concepts and ideas to use for your business and I've shown you exactly how our clients have achieved incredible results by following this process.

The No.1 take-away I want you to gain from reading this success manual is this:

Get started and keep going.

While perfection can be an unrealistic and unattainable goal, consistency is not.

I've had conversations with sales reps who told me they were fully bought in to the concept of WOW mailers and they just had to wait for the right time, or get some more details from the prospects or... or... or...

As you'd expect, I catch up with these guys a few months later and they've still not taken action. The sooner you start, the sooner you see the results.

This Success Manual contains a lot of examples and ideas of how to create WOW moments that can elevate the client experience and get the attention of hard-to-reach prospects.

If you try to execute all of them, however, you'll run into trouble. That's a big ask.

That's why I recommend picking 3-5 ideas you've read in this book that you:

- a. believe will have a significant impact on your business
- b. believe you can realistically implement, and
- c. believe you can implement consistently into the future  
- for at least the next 12-18 months

Take those five ideas and make them your own.

Then, make it a daily, weekly, and monthly habit to WOW your clients with them.

I promise - that if you do this over the course of a few quarters and then a few years, it will transform your business.

Discover how we can work together over the page.



# Here are 3 ways we can work together

**1 - Download our free 12-Month Direct Mail Plan**

**2 - Join the Coinflip Marketing Monthly Club**

**3 - Let us run your campaigns for you**