

20 UP MARKETING

The 2015 “20 Up”
Marketing Course
Workbook

Step Five: Convert

www.fashionbrainacademy.com

Imperfect Action and Rome wasn't built in a day...

Get Your Message Out

Do people know what you really do? When was the last time you sent a letter or email explaining what your business is about NOW? You assume they know but my guess is they don't. Story of the banker...

Your WUP Letter

What is UP with my business right now? This letter (or email) is an update on what you are doing and a request for help. There is a simple formula to this letter – see below.

Who gets your letter

You want to be top-of-mind with your ideal customers and referral sources. If you are just starting out, I suggest you send it to everyone – past colleagues, friends and family, your Holiday card list, potential customers, friends of friends. Sending ONE letter is good, but you will get better results when you send them on a regular basis (monthly, this can be the basis for your e-zine).

List here the groups and types of people who will be on your list:

Examples of WUP letters

Example #1

Dear Friends,

I'm excited to let you know I have been working on my new Bridal Collection and I am officially launching my line, Alexandra Patterini Customer Bridal!

As you probably know, I came back to Chicago in the beginning of 2013 from the East Coast, and have been working on my collection ever since. It's been a long haul and I am THRILLED about my launch!

My line is different than the average Bridal Collection. I've noticed that many brides want a dress that suits their own personality and they want to be involved in the design of a custom dress.

Here is the type of bride I work with:

- ❖ They want different looks for different parts of their big day, but they don't want to bother with complicated bustles or tricky garment changes
- ❖ They want a dress that no one else has – something completely unique that reflects their personality
- ❖ They want the best fit EVER and they understand the value of a custom dress with multiple fittings
- ❖ They want to be able to try on different dresses to see what silhouette and neckline will look the best on their body
- ❖ They want the bridal gown experience to be low-pressure, professional, and fun

Here is why I'm writing. My client base is growing steadily, mostly through referrals. Would you please be on the lookout for friends, colleagues, and family members may be looking for a wedding gown? If you do see a match, will you let them know about me and vice versa? I'd love to talk with them to see if I could help.

They can call me directly with questions at 312-555.5555, email me at info@APBridal.com or visit my website at www.apbridal.com.

Thanks so much for your consideration. If there's anything I can do on my end to help you, please just let me know!

Warmly,

Alexandra

P.S. I will be hosting a fabulous Launch Party in the coming months and I will let you know the date as soon as it's picked! I'll keep you updated!

Example #2



jane hamill
business consulting for fashion designers

Dear Jane,

I am excited to let you know I have officially opened the doors to Jane Hamill Consulting.

As you probably know, after selling my shop in 2007, I started teaching Retail Management at Columbia College and doing small business consulting with boutiques. This has been great and I realize I really love consulting and helping people with their businesses. Well, it turns out that in addition to retailers, there are lots of fashion designers out there looking for help. I have already worked with several design companies on the *business* side of their business and am ready to jump in further (including [3 seminars](#) on May 12th).

I was 25 when I designed my first Jane Hamill line and opened my shop. There was a lot I didn't know about running a business, I mean *a lot, like buckets*. I learned the hard way – through trial and error, long hours, dedication, and a little luck. I would like to save design companies some trouble!

I work best with clients who are:

- Designers just starting out and wondering if their creative idea could be a business - and if so what is the 1st step, 2nd step etc.
- Designers and design companies how want help with the costing and pricing of their merchandise and other financial information.
- Anyone wondering how to get their product to market.

My design business clients are typically great at designing clothes, jewelry, handbags, whatever it may be – but tend to struggle with how to manage the business and financial side of things. I often hear “I don't like to think about that.” But, after 20 years in the fashion industry, I have found it is truly impossible to have a successful line without someone thinking about it – and often. Preferably someone who has done it before, and *successfully* (cue *Jane's entrance stage left in her best outfit!*)

My client base is growing steadily, mostly through referrals. You may have friends or colleagues who are thinking about starting or are currently running a fashion design business. I work with people all over the country, by phone and through online webinars etc., so travel time and geography are not a concern. The cool woman sewing in her dining room in Austin is as much a potential client as someone down the street!

If you see a match, would you please let them know about me and vice versa? I would be happy to chat with them to see if I could help. They can call me directly at [773.551.2111](tel:773.551.2111), go to my website janehamill.com, or email me at jane@janehamill.com. Many thanks for your consideration!

Sincerely,

Jane

Jane Hamill Consulting
jane@janehamill.com

[773.551.2111](tel:773.551.2111)

p.s. As a side note, I am doing 3 seminars on May 12 in Chicago.

- [Before You Start](#) (for those with a great idea who are thinking about starting a business)
- [Working with a Sewing Contractor – The Right Way](#) (for someone in business who wants to stop doing it all and start handing things off)
- [Fashion Business Social Media](#) (for designers and retailers to tweet and post their way to more business).

More info at my brand new website: www.janehamill.com

www.janehamill.com

[1.773.551.2111](tel:1.773.551.2111)

To ensure delivery, add jane@janehamill.com to your address book.

The WUP Letter Formula

This is based on Fabienne Fredrickson's "warm letter" formula

Dear _____,

I'm excited to update you on _____.

As you may know, I

At the moment, my customers: (describe your ideal customer so someone says, hey, that's me!!)

- A
- B
- C
- D
- E

Here's why I'm writing to you today...

ASK FOR THE BUSINESS

Would you please be on the lookout for.....

If you see a match, (tell them what to do now).

I can be reached at _____ email _____

Thanks for your help! If there's ever anything I can do on my end to help you, please don't hesitate to call me and let me know!

Sincerely,

Who Gets Your Letter

You want to be top-of-mind with your ideal customers and referral sources. If you are just starting out, I suggest you send it to everyone – past colleagues, friends and family, your Holiday card list, potential customers, friends of friends.

Making the Offer

4 Elements to Any Offer

1. Attention Getting Headline
2. As close to an "Irresistible offer" as you can get
3. Urgency / Scarcity – a reason to act immediately
4. Direct and clear Call to Action – tell them exactly what to do next

Let's dive deep:

1. Attention Getting Headline

Laser focus on the idea you are trying to get across so it beams right to your ideal client. The job of the headline (or subject line) is to compel the reader to stop and take notice. To get them to put down the book they were reading or stop the Facebook post they were writing, and to shift their attention to your message.

2. As close to an "Irresistible offer" as you can get

Many offers are very weak, dull and boring. People should not and do not respond to vanilla offers. When you make an offer it needs to be WORTH IT for the reader. This is a mistake many entrepreneurs make. They make LOTS of offers, bore the reader, and run out of ideas to entice their community

3. Urgency / Scarcity – a reason to act immediately

A general rule is that every offer should be available only for a short period of time. 1 day only, 3 – 4 days is OK, never more than 10 days. This time limit has to be believable and not a hype-y thing. Scarcity is also very effective. If you do small runs, make it clear to people that when it's gone it's gone. They will then be "trained" to act quickly

4. Direct and clear Call to Action – tell them exactly what to do next

Many entrepreneurs make an offer and expect the reader to know what to do next. Isn't it obvious that my email address or website URL is at the bottom of the page? No, it's not, It's only obvious to YOU. A better option is to say, "click here now to shop while we have some in stock" **BUTTON TO CLICK**. Or perhaps, "We have 7 of these sweet little dresses available and when they're gone they're gone so click here now to get one," **BUTTON TO CLICK**.



About Your Offer

Types of offers that get the good responses:

- “brand new” – just in and will go fast (especially for young customers, fast fashion, and high end designers) – no need for a discount with these
- Calendar-based like a live event, fashion show, craft fair etc.
- Limited time discounts
- Value added

Your actual offer must be very clear. Dollar amount discounts work better than percentages. Just one test of this for my own retail store increased my sales of the same product by 38% and actually decreased the total discounts! People must be able to understand the offer instantly.

“A confused mind does not buy”

If you are doing a super sale, half off is better than 50% and even better than 60% off! 2 for one is even better than half off.

Your offer can also be a “value added” rather than a discount. Buy this dress and get the _____ as our gift. Notice how cosmetics companies have used this for YEARS? The exact same darn offer?! Because it works like crazy.

One store owner (Bill Glazer, menswear stores) found that when he tracked his offers, those that offered a value-add or premium averaged a 30% increase in response. For instance, *buy a pair of pants and get the hem alteration for free or get a new tuxedo and the bow tie of your choice is on us.*

You could also offer something like... Order 2 hand-drawn T-shirt's and get a 5-pack of notecards on the house!

Also, you want to consider that people are skeptical of offers. *“Hmmm... she's offering 20% off of this item so I wonder what's wrong with it? It must not be selling well and she wants to unload it on me.”*

There should be a logical reason for the offer and it's best to give an explanation for the offer. For instance:

- We're having this sale because it's our anniversary, clearance time, expecting new inventory and need room for it, customer appreciation week, holiday sale, etc...
- We're new to the neighborhood (or our new website, new collection etc.) and want to give an introductory offer to celebrate.
- Just about any explanation will do but offers work better when the prospect understands the reason for the offer.

Offers Based Around Holidays

Especially if your business is seasonally based, you can use holidays as a reason to promote an offer. Refer back to your E-Zine Planner. Consider important dates for your business (fall collection debuts, etc...) and don't forget holidays

Here are some US-based holidays/special events. You may want to promote the MONTH BEFORE the event, for example

Jan	sale season, skiing, winter events, Valentine's Day
Feb	more winter-related events, St. Patrick's Day, spring cleaning, reduce clutter
March	Easter, Passover, Spring Break, arrival of Spring
April	Mother's Day, Memorial Day, arrival of Spring
May	Flag Day, end of school, weddings, graduations, Father's Day, Summer Solstice
June	4 th of July, summer themes, vacation and travel, good books to read
July	end of summer, back to school
Aug	Labor Day. More back to school
Sept	Halloween, daylight savings time
Oct	Thanksgiving
Nov	Christmas, Hanukah, Kwanzaa
Dec	Winter Solstice, new Year's Eve, goal setting, weight loss, time management

The key is to map it out. Go back to your email planner and add any holiday promotions you want to add for the year. List here your NEXT 3 offers

My next 3 offers:

Headline	The Offer	Timeliness	CTA	Date I will send
1.				
2.				
3.				

OPC (other people's customers)

There are other businesses and people who serve the same clientele you do.

Think about who you could set up a Strategic Alliance with – even if you're not sure how it would work just yet.

Who do your customers do business with on a regular basis? Who has a list of your ideal customers already? List them here.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Sample Email for a Strategic Alliance

How do you reach out to these companies? Keep it simple with a quick email.

Sample #1

Possible subject line: What you're doing is very cool

Hi _____,

I'm a big fan of your work and love the way you (list something specific you see that they do). I think we share the same type of customer but we certainly have different products.

I wanted to talk to you about ways I might be able to help with your business and help you get more customers. If you'd like, we can get on the phone and brainstorm some ways to make more sales together.

Have a great day!
Your Name

P.S. If you'd like to schedule a quick phone chat just hit reply and let me know a

few days and times that work for your schedule.

Sample #2

Dear _____,

Melissa _____ of Columbia College Chicago forwarded me you info. I absolutely LOVE what **Maker's Row** is doing!

I am the **founder** of Fashion Brain Academy (<http://fashionbrainacademy.com/>) and I help fashion designers start, fix, or grow a business through online courses and mentoring. I focus on the business side of things with entrepreneurs and a big hurdle is finding manufacturers. I also work with the Chicago Fashion Incubator as the Director of Design Education. Your site is a godsend for emerging designers and I'd love to talk to someone in your company about collaborating. I am so excited I found you guys!

Please let me know what you think and if you book a phone call to connect.

Sincerely,
Jane

Dear Jane,

*Fashion Brain Academy sounds awesome, and I think that **Maker's Row** would be a great addition to the work you are doing with emerging designers! Would you be available this week for a conference call with the **founders of Maker's Row**, Tanya and Matthew?*

*Best,
Name*

Optimizing social media and your website to increase conversions

This is a huge topic and worthy of an entire 8 week course. I will show you the basics.

Your Website

Facebook

Twitter

Pinterest

YouTube

Networking and Referrals

What groups and organizations do your ideal customer join? Let's take some of your marketing efforts off-line and into the real world.

There are other businesses and people who serve the same clientele you do.

Think about who you could set up a Strategic Alliance with – even if you're not sure how it would work

Step 5 Checklist

- Imperfect Action
- Sections of your e-zine
- How often you will send emails
- What to write about – Brainstorming handout
- E-zine Planner - handout
- Using video
- Email secrets – subject lines, the “from”
- Article -> E-zine -> blurbs to social media
- Tools to save you time
- Batch your work – tips to write fast
- Commit to a simple schedule