

Quick Tips To Spark Sales.

For getting out the good word about your store's best features, nothing beats a newsletter. Make it newsy. Make it personal. Keep it short. Follow this and other advice from our newsletter gurus, and the result will be a stimulating sales maker.

News Sells. Remember that "newsletter" starts with "news." Readers will be attracted to newsy items more than anything else. "As much as you can, couch your items in a news format," suggests Harry Cartales, president of Newsletters Only, a Seattle, Wash.-based marketing firm that produces customer newsletters for businesses. Got a new line of merchandise? Write an announcement that relates how this category will help your readers lead better lives. Next to the article, run a \$5 off coupon people can bring to the store.

"While people don't want to read a newsletter that is one big ad, don't be afraid of running advertisements, as long as you separate the two," said Cartales. "Objective editorial will give your newsletter more clout."

Loyal readers of Maynard's newsletters are rewarded with coupons offering discounts for special items.

Personalize It. Make the newsletter friendly and inviting. Remember why it's called a letter. People are very much interested in other people, so include photos of your staff and customers. That goes double for your own column.

"If your column is written like a general article coming from an unknown person, it won't do its job," said Whalin. "But if the reader can relate to the person with a picture, it changes the way people look at it and process it—especially if people go to the store and know the staff featured in the newsletter."

Tahir warns, though, against going too far. "It's great to chat about personal characteristics that establish your expertise," she said, "but don't stray into areas such as announcing that you have just sent your kids to day camp." Stick to customer needs and interests.

Timing Works. Since people are constantly hit with messages from retailers of all kinds, you want to stay on top of people's minds by mailing frequently. "You are getting new merchandise and offering new services all the time, so you want to mail monthly," said Floyd.

On the other hand, avoid the temptation of letting the calendar—instead of your sales cycle—dictate your mailing schedule. "You are not a magazine or a newspaper

tied to a production schedule," said Floyd. "Look at your seasons. Maybe you want to put out a newsletter every two weeks when things get busy or maybe only once during a quarter when sales are usually slack."

Gear Toward Current Customers Rather Than Prospects. While newspaper ads and free-standing coupons attract new prospects, newsletters have the most dramatic effect on increasing sales with current customers, who are more likely to read your editorial. Encourage readers to think of themselves as members of your extended store family.

Include Helpful Hints. Maynard's newsletter runs helpful stories about how to shop for items such as saddles and field boots. Each issue also has a "tip of the month." One recent entry presented a checklist of what to take to a show.

Have Fun. Word games, crosswords, cartoons, contests, checklists, news items about door prizes... Anything that involves the reader and promotes a good time will make your newsletter a welcome visitor to your customers' homes. Maynard's tries to include a riddle in every issue.

Pressed for time? You can simplify the process dramatically by reducing the newsletter back to its basics: news in a letter. "A message reproduced on your letterhead can work," said Abbott. "Tell the recipients you are writing a short letter to let them know that such and such is happening. If you can get away from the minutia of desktop publishing and graphics and just send a simple message, it will have a lot of staying power."

Volume 1, Issue 3
March 2004
www.TackShop.ca

The Recipients of Maynard's Rider Development Team Sponsorship

Name	Address
John Adams	1234 Main St.
Jane Smith	5678 Elm St.
Bob Johnson	9012 Oak St.
Carol White	3456 Pine St.
David Brown	7890 Cedar St.
Emily Green	2345 Birch St.
Frank Black	6789 Spruce St.
Grace King	1011 Willow St.
Henry Lee	4321 Ash St.
Ivy Scott	8543 Hickory St.
Jack Taylor	2109 Maple St.
Karen Hill	5432 Sycamore St.
Liam Clark	9876 Chestnut St.
Mia Lewis	3210 Walnut St.
Noah Walker	7654 Peach St.
Olivia Young	1987 Plum St.
Peter Hall	6321 Olive St.
Quinn King	0543 Pear St.
Rachel Wright	4789 Apple St.
Samuel Lopez	8123 Cherry St.
Tina Hill	2456 Grape St.
Victor Green	6789 Lemon St.
Wendy Baker	1011 Orange St.
Xavier White	5432 Lime St.
Yvonne Black	9876 Lemon St.
Zoe King	3210 Peach St.

Maynard's Rider Development Team is an opportunity for US amateur riders, 18 and up, to receive a year's worth of sponsorship from Maynard's Tack Shop. We will help with training fees, feed, clinics, and more.

More information and pictures can be found on our new website: www.TackShop.ca

Maynard's "Rider Development Team" Sponsorship

For a full list of names and addresses, visit our website at www.TackShop.ca. This list is for informational purposes only. It is not intended to be used for direct marketing purposes. If you have any questions, please contact us at info@TackShop.ca.

Competition: Eddie's

Eddie's is a leading equestrian retailer and is currently looking for qualified individuals to join their team. If you are interested, please contact Eddie's at www.Eddies.com.

Maynard's Tack Shop
From: Shop (1-800-854-2263) Date: 03/04

“Objective editorial will give your newsletter more clout.”