



Introduction

The purpose of these notes is to explain some of the mechanics of how Postcode Advertising operates. We do recommend you give them a few minutes of your time, because as a long-term Postcode Advertising customer, it is very important to us that you understand exactly what you are getting, because then you can fine-tune your marketing strategy and get on with the real business of selling your opportunity

We're here to help, and our advice is based on ten years' advertising and marketing experience. We talk to hundreds of business builders - all wanting the best value-for-money advertising possible. We're confident because many of our advertisers have been with us virtually since "day one"; we know people who have built large businesses exclusively from our leads. Many of our customers also place their own advertising - they're the ones that know how much it all costs and they realise more than most what excellent value for money Postcode Advertising really is.

Customer Satisfaction

However, continuous improvement is our goal and with that in mind we're always looking for new ways to offer a still better service. Feedback from our customers has enabled us to get where we are today and your observations are gratefully received. Please tell us where we're getting it right - or wrong - we do listen!

Every customer's satisfaction is very important to us. If you have any unanswered questions regarding Postcode Advertising OR ANY other advertising aspect, we want you to ask them. We don't have ALL the answers of course (if we did, we'd have packed up and gone to live in the Bahamas by now) but there's a good chance we've already spoken to somebody who's encountered any given situation and may have an appropriate solution.

The 3 Stages of Postcode Advertising:

Stage 1: Generating Leads

ALL of our enquiries are genuine - each and every one has contacted New Horizons either by telephone, in writing or using the form on our website to request their Opportunity Report. They come from comprehensive national advertising placed by New Horizons, which is available to anyone who buys a newspaper. It costs a fortune - we spend tens of thousands of pounds keeping the phone lines busy. We maintain whatever level of advertising is necessary to generate 1000+ enquiries throughout any calendar month.

The style of advertising which is placed is crucial. Sure, we're looking for people like ourselves - entrepreneurs with desire, self-starters with bags of energy. Entrepreneurs are attracted by potential high incomes but so are wannabe's, and it's still a mystery to me how some people seem to think that a *powerful, life-changing income opportunity* is the same as *doing a bit of envelope-stuffing in your spare time*. Needless to say, getting the balance right is a fine art. We know our advertising works - we need quality AND quantity - and every time we run a new ad it seems better than the last one.

Our master "Seeker" database now contains over ninety-five thousand enquirers. Since contacting New Horizons, many of these people will find a new and very profitable business as a direct result of our work. We are naturally very proud because we know Postcode Advertising is a unique service in the UK - exclusive to New Horizons Advertising Agency.

Stage 2: The "Opportunity Report"

When we have 1000+ enquiries, a child-database is generated, containing pointers to this month's 1000+ people in the master-database. We sort them by their home postcode area and prepare their individual Opportunity Reports. The Reports are different in every UK postcode area depending on what business opportunities are registered with us in each particular area at the time of printing.

Before an enquirer is mailed to, his or her record is flagged with today's date and the postcode index of the Report which they are to receive. Then, an almighty mail-merge is produced, when the individual's name and address are placed at the head of a standard letter, to become the first page of their Report, which is folded and sealed into a window envelope. These are carefully packed and delivered by hand to Royal Mail's main

North-West sorting centre, which just happens to be right across the road from New Horizons offices in Macon Court: very convenient!

Stage 3: The "Activity Report"

Next day, the Advertisers' Activity Reports are generated and printed, containing contact details of the enquirers to whom we have sent Opportunity Reports. The contact details come directly from the master database, using the pointers in the child-database (*above*) to determine precisely who is included in each area. All the information we have about each individual is included in this Report, even down to the newspaper or magazine containing the advertisement to which they responded.

Computers may "crash" occasionally, but they don't make mistakes, and you can be sure that the only people on your Activity Report are those to whom we have sent YOUR details, in their Opportunity Report. Each Activity Report is then collated with any circulars or Renewal Reminder, sealed into a window envelope and taken straight to the sorting centre.

Frequently-asked Questions

Hopefully, the most obvious questions are now answered! But here are the answers to a few more which we have encountered in the past...

Q Who are these people on my Report?

A Everyone on your Report has responded to our national advertising in the last few weeks and has either telephoned, written or used the form on our website to ask for an "Opportunity Report".

Q What have they actually received?

A Their Opportunity Report is an A4 pack containing contact details of companies and individuals offering high-income business opportunities. It was despatched a day or two before your Activity Report.

Q Can I see a sample Report?

A Of course - just ring and we'll pop one in the post.

Q Can I have a Description of my business included in the Report?

A With no description, you are presented as a company or individual with a high-quality business opportunity. To find out more, the enquirer must contact you. You can maintain the standard questionnaire format and add a description of up to 250 characters OR supply full description format in up to 250 words. If you do supply a description, be aware that you run the risk of allowing readers to negatively pre-judge before they have seen the big picture, which is why too much information can be destructive. You have the choice - it's up to you.

Q What's the best way to follow up these leads?

A The way that works best for you! The way you're most comfortable with! (If that's not avoiding the issue - because this is a very difficult question). After 10 years we really don't think there is a "best" way, but we do know that our most successful customers do follow up all of their leads somehow; whether with a well-produced information pack or telephone call. We don't usually recommend people to mail out expensive packs to all respondents without qualifying them first, since for every "YES!" there are of course a lot who will say no.

Q How long shall I leave them before I follow up the leads?

A One of our oldest customers tells us that he does NOTHING for three months. He finds that when people have responded to an ad, they may well be considering quite a few options and need a little time. Others are on the phone the very next day. Don't discard your Report. Direct mail can be very powerful and a good follow-up several weeks or a couple of months down the line can be very effective.

Q Why don't they all have telephone numbers?

A We always ask people for their telephone number, but some prefer not to leave it. The proportion of people who leave their number is quite consistent at around 65%.

Q Why are there two names the same in this month's Report?

A The only way any person can appear twice is if they contact us twice. The majority of these duplicates are detected and deleted by our software. Occasionally our anti-duplication algorithms don't pick them up in time or the address was recorded slightly differently. It is irksome, but remember

that the duplicated name is in addition, and in no way are you losing out by its existence.

Q Why is there a name repeated from a previous month?

A Sometimes an enquirer will ring again several weeks or months later to request another Report. In this case we locate their original record and reset the "sent" flag, which then allows the computer to include that person in the following month's mailing. There will always be a certain percentage of people who do this. Maybe they have not yet been shown an opportunity which suits them, or they are looking for something else as well (or maybe you've located the area's "mail junkie" or "pack-collector")! We could limit the service to "one Report per household", but instead we take the view that any person may have a perfectly good reason to make a second enquiry, which we do not pre-judge.

Some of our Advertisers we have spoken to about this matter regard the lead as a particularly serious one, as they have taken the trouble to contact New Horizons more than once. Whatever your view about this, kindly allow us to assure you that you are not being "deprived" of any more leads, just because the individual has enquired a second time, and therefore the advertising is no less effective.

Q Why do I sometimes get leads from an adjacent postcode area?

A To offer the fairest service that we can, our software is designed to "lend" one or more enquiries to a next-door postcode area in the event that a particular area receives a lot more enquiries than its neighbour in any given month. For example, in May 2002 the BS:Bristol area had 13 enquiries and the adjacent GL:Gloucester had only 4. In this case, 2 enquiries were transferred, so that the GL Report received 6 and BS received 11 enquiries.

Q Why don't you use first class post for the Activity Reports?

A Because of the timing. All the Opportunity Reports are sent second class, and the Activity Reports go the next day, also second. If we mailed your Report to you first class, it would overtake many Opportunity Reports.

Q Can you fax my Report to me?

A Yes, two days after we have posted it if it still hasn't arrived. Before then, no, because it isn't fair on other advertisers who are subject to a postal delay.

Q Are some areas always busier than others.

A The majority of postcode areas are surprisingly even in terms of response when viewed over a period of time, because Royal Mail's postcode system was designed with roughly the same population in each area. Still, some consistently quiet areas are given to the person who takes the adjacent area (for example, LU:Luton is free when you take AL:St Albans). Consistently busy areas are split in two and offered separately, for example M:Manchester is booked as M1-25 and M26-70.

Q Can I swap one of my areas for a different one?

A Yes, you can change your assigned areas whenever you want. You'll get the enquiries from the area which is active when the Reports are printed, in the first two weeks of each month.

Q Can I buy more areas?

A Er, yes, and the more areas you have, the cheaper they become. You'll only be asked for the difference when you upgrade. So, if you buy 4 areas for £150 and want 10 areas (£350), you only pay £200.

Q What if I want an area which is not available?

A When an area is unavailable, somebody else promoting the same business already has it, probably for 3, 6 or 12 months. Our computer will store your name against the area so that you become next in line as soon as it becomes available. We shall automatically contact you when this happens.

Q How will I know when my booking has expired?

A We will send you a "Renewal Reminder" with your last Activity Report. This will list your current areas and show booking rates for the next advertising period. If we have time, we sometimes telephone our advertisers as a memory-jogger, but not always.

Q What happens if I forget to re-book or re-book late?

A All renewals are subject to an automatic discount of 10%. You'll find two deadline dates on your Renewal Reminder letter. The first is the date by which you need to re-book to claim any additional "early bird" discounts, over and above your automatic 10%, offered from time to time. The second date is the 1st day of next month, when your booking will be terminated if we have not heard from you. Then, anyone waiting for the area is notified it's now available for them.

Q Can I re-book automatically?

A Yes - it's called TIME-SAVER. With your credit/debit card details on file, we will automatically repeat your current booking every 3, 6 or 12 months, until you instruct otherwise. It saves you time and secures your areas and, because it also saves us time and paperwork, there's an extra 5% discount

available for you if you take it. We also pledge to you that when it's time to refresh your booking, IF ANY BETTER OFFER IS AVAILABLE WE WILL NOTIFY YOU IN ADVANCE. We believe TIME-SAVER is the best deal possible - you just can't lose!

Q Can I have a back-copy of an old Report which I have lost?

A Yes, and there's no charge for back copies. Please allow 3 days for retrieval and printing.

Q Can I buy old names from you on a mailing list?

A Yes, and they're among the most powerful mailing lists on the market. Call for details.

Other Comments and Feedback

I don't seem to have many enquiries this month!

"Normal" response ranges between 6 and 14 enquiries per area (1000+ enquiries divided between 120+ postcodes). If your response is down, RING US and we'll take a look at it with you. If you're not getting a fair quota from one (or more) of your areas, we'll swap it or extend it or something, to make sure you get a fair deal. Sometimes we automatically extend quiet areas for you, but if we don't - tell us.

Some people say they haven't received their Opportunity Report!

Because of our computerised double-checking address system, ONLY people actually mailed to can appear on your Report. We can think of three reasons why people may claim not to have received their copy:

1. Your Report has arrived before theirs.

Opportunity Reports and Activity Reports are despatched one day apart. Most will be delivered one day apart, a day or two later. Obviously, if you are on the phone immediately when you receive your Report, there will be a proportion of mail still in the post.

2. They say they haven't received it, even though they have - or have forgotten it, lost it, eaten it etc. This is the classic fob-off and we believe it accounts for the vast majority of apparently missing mail. Rather than allow themselves to be put into a position where they may be subjected to pressure, many people will rather say they haven't received the information. We would recommend that you immediately turn this default response into an advantageous situation, something like... "You haven't received it?... Oh, good! ... Let me tell you what it says....." etc.

3. Royal Mail is losing large amounts of post.

Of course, this is highly unlikely. We have already questioned their Customer Services department to ask about the situation regarding large mailshots and we are satisfied that errors are no more likely than when processing individual letters. All New Horizons' mail is taken directly to a main UK sorting centre where it is handed over the counter in person by members of our staff.

Some people say they're not interested even after I've explained everything and sent them an information pack!

The name of the game is finding appropriate people. They may feel your opportunity is not right for them, or you may feel they are not right for your opportunity. Never give up!

Somebody said they weren't interested BEFORE giving me the chance to explain anything!

You might have caught a busy person at the wrong time. Or possibly, one with a closed mind? We have found that the majority of people seem to prefer to process information in their own good time, so it's always an idea to pop something in the post to them anyway.

I'm an all-round groovy guy with a super-fab business opportunity, but I get a bad reaction when I call people at 10pm on a Friday night.

No comment.

The Bottom Line!

We've worked very hard to create and operate Postcode Advertising, to turn a complex advertising concept into something easy to use and cost-effective. We very much hope it's cost-effective for you too, and will be a key component in your present and future lead-generation.

If you feel that any of your questions remain unanswered or if you would to discuss any business advertising aspect, please telephone us on 01270 259000. Office hours are Mon-Fri, 9:30am to 1pm, 2pm-5pm.

For more Postcode Advertising information on the Internet, visit www.newhorizons.co.uk/postcode.