

Lessons learned at...

Porto Rico

By Craig Garber

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Background:

Located on the north side of Bleecker Street, between 6th Avenue and MacDougal in the very heart of Greenwich Village, Porto Rico 's been importing and selling coffee from this same location since 1907.

I absolutely love this coffee shop and in my book, there's actually a great story about how I wound up finding this store. It was one of those serendipity moments you have a few times in your life.

My history with this location:

Bleecker Street is probably my favorite street in Manhattan. I spent a significant portion of my youth hanging out there and all over the West Village around the NYU Campus. It's an incredible place to experience life and learn a lot about people. Again, I talk about many of these experiences inside my book.

Marketing Lessons Learned From This Video:

- **Three Most Common And Costly e-Mail Marketing Mistakes:**

1. **Not selling anything at all.**

- a. **Appreciate that nothing gets bought unless it gets sold first.** Rest assured, no one will buy *anything* from you until and unless you sell it to them, first.
- b. **You MUST make an offer if you want to sell something!** "We sell insurance" isn't an offer! "*To order your 7-Step Insurance Audit, call 212-555-1212 right now*" is an offer!
- c. **An offer is an opportunity to exchange one thing of value, for another.** Whether it's contact information (name and e-mail) for a free report, or cash for goods and services, make SURE you're making an offer if you want to get, or sell something.

2. **Selling too much.**

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- a. **If all you're going to do is try and sell something, no one's going to be interested in buying.** The way you make yourself different from everyone else out there is to inform people. Educate your prospects and consumers and make them smarter than the average bear, and they'll love you for it and reciprocate by becoming loyal long-term customers.
3. **Not selling enough.**
 - a. **You can sell a lot more than you think you can, as long as you're giving away quality content people enjoy.** And whether you like it or not, the more you promote, the more you will sell.
 4. **How do you keep your prospects interested in what you have to say?**
 - a. **Make people think.** Challenge their beliefs and force them to open their minds to new possibilities.
 - b. **Make them smile.** Everybody loves smiling and it puts them in a great mood.
 - c. **Be positive!** Be the bright ray of sunshine mankind is in such desperate need of.
 - d. 60% of my material is marketing and copywriting and business related... 35% is mindset/pop culture/self-development and self-deprecating humor... and 5% is pure promotion.
 - e. **Prompt people for a response, preferably to have them comment on your blog.** Get them involved.
 - f. **Speak to them conversationally.** Use conversational or what I call "cup of coffee" copy. Speak the way you'd speak to someone if you were having a cup of coffee with them in a small diner.
 - g. **Be happy, energetic and excited!**
 - h. Don't be a know-it-all.
 - i. **Be REAL.** Show your flaws and shortcomings.

Where you'll find detailed information about these marketing strategies in *"How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use!"*

- **Chapter 8**
- Chapter 11
- **Chapter 23**

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