

Lessons learned at...

Times Square

By Craig Garber

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Background:

If you're a baby boomer, then chances are you've watched Dick Clark's Rockin' New Years Eve party at least once in your life. And if you did, then you know Times Square is where "the ball drops" every New Years Eve.

Officially, Times Square is where Broadway and 7th Avenue intersects, starting at West 42nd street on the south side, and ending at West 47th street on the north side. It is, by far, one of the crossroads of America with respect to the sheer number of people who pass through it on a daily basis (sources report numbers ranging anywhere from 356,000 to 1.6 million daily pedestrian).

It is the home of the following major attractions and landmarks: the TKTS booth, the Marriott Marquis Hotel, ESPN Studios, MTV Network Studios, The New York Times Company, Viacom, and Toys "R" Us.

My history with Times Square:

The Times Square of today is *dramatically* different to the Times Square that existed when I was growing up. Walking through Times Square in the 1970's was like taking your life in your own hands. It was infested with prostitutes, peep shops, drugs, and crime, and was the last place you wanted to be. In fact, one of the few trips I made there was with some friends of mine, to purchase a fake ID at one of the video game arcades (which were notorious for their accessibility to hard drugs). We used the ID to get into bars and clubs before we turned 18 (back when the drinking age was 18).

Although I left the city when this happened, it's my understanding that former Mayor Giuliani realized the income tax and rent potential of a gentrified Times Square, and had it cleaned it up. Today it is a vibrant and actually quite safe part of Manhattan.

Marketing Lessons Learned From This Video:

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- **Few people have the kind of “built in” foot traffic retail stores located in Times Square have.** For the rest of us, here are a few ways you can still make maximum money -- regardless of how many prospects and customers you have.
 1. **Capture as much of your prospect contact information as possible.** Online, get their name and e-mail at a minimum, and offline get their mailing address. Your list of *qualified* prospects and existing customers is THE most valuable asset you have, if you work it correctly. Don't ever lose site of this. Go out of your way as much as you have to, to get this information. It will pay you back in spades, forever.
 2. **Communicate with your prospect list, regularly.** The most important job you have is to create meaningful relationships with your prospects, and there is no easier way of doing this, then talking with them on a regular basis.
 3. **There are only TWO things that will impact the quality of your relationship with your prospects and customers.** Those two things are the frequency of your interaction, and the intimacy of it. So communicate often, and make sure you have something worthwhile to say. Doing both of these things ensures you will have a genuine rapport with your list, and it also puts you head and shoulders above your competition.

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 7**
- Chapter 8
- **Chapter 9**

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