

How Do You Spell S_U_C_C_E_S_S?



**Steve Mallon, Author, College Professor
and PI Agency Master Marketer**

**If you are a PI Agency owner, you could save \$1,000's keeping
your quality clients while attracting good paying new ones!**

Dear Professional Investigator:

Rejection isn't fun is it? If you've been using direct mail with ZERO positive results – or - cold calling, thinking you were “dialing for dollars” - or – you've handed out a gazillion business cards with nothing to show for it, then it must be obvious to you by now that you've been wasting your money, your shoe leather and your valuable time.

What if you could find a better way to target a specific niche market? What if you could get your message directly into the hands of a decision maker? How often have you asked yourself how you could possibly get past the Gatekeeper and find yourself in the back offices where the real business decisions are being made? Imagine sending a targeted communication into the waiting hands of your prospect and achieving the desired successful contact that had long eluded you.

Right Now – Today – you could discover the Secret Communication Method to get you exactly where you want to be.

Can You Answer This Question?

Here's an important question - How do you know when you're succeeding in your agency marketing efforts?

Isn't that an easy question? Of course it is. You know you're succeeding when you're moving ahead, attracting, winning and retaining new, good paying clients. And you know you're succeeding when your clients confidently and freely offer referrals to you to help your agency grow and prosper.

If you are a PI agency owner who is completely satisfied with where you are and where you're going, then you, as much as anyone, need to read what I'm about to write:

Many of you already know what I'm about to say. You know it because it has happened to you. There are important "truths" in this profession:

- Truth #1 - There is no loyalty.
- Truth #2 - Clients are fickle.
- Truth #3 - You're only as good as your last case assignment.
- Truth #4 - Lastly, and worst of all, "out of site, out of mind!"

The fact is, that many otherwise satisfied clients will not become repeat clients simply because there was a breakdown in communication after the last assignment. In other words, you failed to stay in touch with your client, and what should have been a long-term relationship fizzled out.

With your own communication tool that would instantly open doors for you, what could you hope to accomplish?

- What if you could aggressively promote your agency within a specific market niche?
- What if you could consistently inform and educate your clients and prospects about your agency's activities?
- What if your clients and prospects would recognize you as an authority in your field?
- What if you could "own a word" in your client's mind?

I am going to pass along a method of PI-Client communication that I have found to be enormously successful for the agencies that have used it. Agency Communications produces a crafted newsletter with targeted articles of interest to your client and his or her specific business. We have created the following niche formats:

- The SIU Investigator
- The Fraud Investigator
- The Personal Injury Investigator
- The Surveillance Investigator
- The Medical Fraud Investigator
- The Skip Trace Investigator
- The Fire Investigator
- The Background Investigator

The newsletter comes from you. The banner at the top of each issue of the newsletter bears your Agency's name; plus all provided contact information and a statement that the client is receiving the newsletter with the compliments of your investigative agency.

Clients know sales material when they see it. That is why your newsletter contains articles, information and Internet links about the client's business or profession. Interwoven within those articles are informational articles about you, your agency's activities, individual profiles and relative investigative techniques about how your agency conducts investigations within that niche. It's no secret that offering value to your clients and prospects in the form of useful information is one of the best ways to initiate, develop and solidify relationships.

The client newsletter service of Agency Communication works this way. Depending upon the plan you chose, monthly or quarterly, your specially designed newsletter, formatted by your selected topic, will be electronically transmitted to you as a Word document on a specified date. You name it and save it to your computer. You then forward it to your clients or prospects. What a great way to get past the Gatekeeper! Your newsletter may also be printed on quality paper and included in a proposal package, faxed or hand delivered as you see fit.

Agency Communication researches every article written for your newsletter to assure timeliness and accuracy of information. There will be four to five articles plugged into the text about you and your agency. They are informational in nature and do not appear as if they are blatant sales pieces. You provide the information for those articles; we will compile, edit and insert them into the newsletter. Agency Communication does all the work – You reap the big rewards!

A fresh, new, consistent and relevant newsletter keeps your agency's name in front of the client; right there on his or her desktop, or in their hands. It is an excellent, low cost fit to stimulate new clients and build current client loyalty and referrals.

How much of your valuable time do you spend in marketing activities? Most responses to this question have been in the “less than” 10% range. Most owners of solo investigative agencies understand that marketing is critical to their survival, but simply don't have the time to do the types of marketing that needs to be done. They've further responded that they don't have the energy after the workday to do the research or create marketing materials.

Agency Communication has created a newsletter designed for busy private investigators that wish to target a specific niche but have limited time to do the necessary marketing. Our creative criterion meets five important market standards:

1. We make it useful. Our goal on your behalf is to gain traction for your agency with the client or prospect. We include articles and information for the client that creates an actionable “aha” with every issue. Business to business communication containing useful information will rise to the top of the pile, and when your newsletter is on top, you need not worry how big the pile is.

2. We make it interesting. I have some good news for you. The targeted newsletter that carries your banner won't read like the front page of the Wall Street Journal. Your clients won't fall asleep a quarter of the way through. Articles are written to grab and hold their interest. We've found that our newsletter readers won't read it simply because it is interesting, but they absolutely won't read it if it's not!

3. We make it simple. An effective newsletter designed to communicate is neither a doctoral thesis nor an investigative case report. The contents are enough for the client to take in, understand and appreciate. We've discovered if the client receives a newsletter that is too wordy, he or she will put it aside saying, "I'll get around to reading this later." We give your client something significant to read, yet is respectful of his or her time.

4. We make it authentic. Your newsletter will be the strong voice of your agency. It will reflect and portray your personality, professionalism and style. Your client or prospect will recognize you not as just one among the crowd, but as one above the crowd.

5. We make it consistent. You select the consistency that fits your needs and marketing budget. The important thing is that once you begin delivering this valuable message to your clients and prospects, regularity is going to be very important. If you abruptly stop, clients and prospects will think you went out of business. Agency Communication has two delivery plans:

- Monthly, which is our best value and most recommended will be delivered to your desktop on the first of the month.
- Quarterly is delivered to you on the first of January, April, July, and October.

Your clients will look forward to receiving your newsletter filled with information that they can use.

Agency Communication newsletters are formatted as four pages, two columns each page, with pictures or images. Your name, address, phone, fax and email address are boldly shown in the banner at the top of the front page. The articles written about you and your agency also contain contact numbers for you. Your cost for this valuable marketing and client relations tool is remarkably low at \$75 per issue, with semi-annual prepayment.

Let's put price in perspective. Depending on the plan you select whether monthly or quarterly, the cost to you is about one (1) billable hour per month or per quarter. "Yes, you read it right. I said its about ONE billable hour!"

"But Steve, I can do it myself," you say. My friends, each issue takes between 7 – 8 hours to research and put together. Don't you have something better to do?

Bonus if you act today!

If you'll act today, you'll receive as a bonus, an absolutely free copy of my book, Building Your Professional Investigative Agency Practice, Thomas Investigative Publishing, Austin, TX. This is a \$45 value that I will send with my compliments with your paid newsletter service order.

But how much better could it get? Communicating with your clients through a consistent, well crafted and targeted newsletter will help you develop a positive relationship with them and establish you as an authority in your field. Agency Communication will help you cement that kind of business and professional bond with your current clients and future prospects. It doesn't get any better than that!

How much easier could it get? Remember that advertising is communication. The number of advertising alternatives is enormous, but few put your message directly into the hands of the correct persons in a format that relates to your specific niche and containing your core concept. Delivering this message consistently in an interesting and valuable format will allow you to own a word in the client's mind. When the client thinks of an investigator for surveillance or skip tracing or fraud or medical malpractice and many, many others, that client will connect with your name and your agency. You can't stand for something if you chase after everything.

There's more for you!

I'm so confident that you'll love this new way of communicating with your clients, in addition to my book; I'm going to throw in one hour of telephone consultation absolutely free.

Tell your clients what you have for them. Tell them you'll send this informative newsletter to them every month with your compliments. They will appreciate it and thank you for it. Best of all, they won't forget you!

Call me today to order your monthly or quarterly targeted niche newsletter service. Begin immediately communicating directly with your clients with this great marketing tool and great value for you and your agency.

Steve Mallon's
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“High performers always aim high – even when they don’t know how to get there.”

Steve Mallon is your agency’s complete resource for professional PI marketing know how. From providing short-term advice to becoming your long-term consulting partner, Steve can show you how to target and win the kinds of clients that will dramatically increase your agency’s bottom line, and at the same time allow you to concentrate on what you do best.



Consulting Package A:

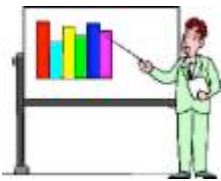
This package allows you and your agency to have your own Marketing Director virtually at your fingertips and ready to assist with marketing plans, ideas, programs or concerns. Steve is as close as your telephone or computer to render assistance or advice when you need it.

This package works for you in the following manner:

- You will receive four hours of personal consulting per month directly with Steve Mallon on any agency marketing subject(s) or current concerns.
- Consulting for this package is facilitated through telephone, email, US mail, and fax.
- With this package, you will receive a powerful monthly niche newsletter of your choice, a huge \$900 value.

- But, we're not finished yet: Steve will also send you one copy of his Building Your Professional Investigative Agency Practice, a \$45 value.
- All of this for one low agency investment of \$245 per month. You'll get four hours of Steve's time, the monthly newsletter service to aid in your client communication, and an autographed copy of Steve's book.

Consulting Package B: OUR BEST PACKAGE VALUE



When it comes to making your business grow and grow, more is always best! This package represents our best value by doubling the hours that Steve is available to consult with your agency.

This package works for you as follows:

- Eight hours of personal consulting per month with Steve Mallon on any agency marketing subject(s) or current concerns.
- Consulting is done via telephone, email, US mail or fax.
- Includes your own custom designed monthly niche newsletter, a \$900 value.
- One copy of Building Your Professional Investigative Agency Practice, a \$45 value.
- One low agency investment of \$425.00 per month gives you eight hours of Steve's time, your agency's own niche newsletter, plus an autographed copy of Steve's agency marketing book.



Continue reading for more great consulting values.

Consulting Package C:



This package is Steve's personal favorite as long as your agency is somewhere nice (and warm). It works this way – you call – you send the ticket – Steve is packed and out the door. What could be better than that?

This package works as follows:

- Steve will be onsite at your location anywhere in the nation. With only a 2-day minimum requirement, Steve will work his tail off helping you with your marketing needs. Whatever it takes in the time allotted is what you'll get. Steve will even go with you to see current clients to ask for referrals or prospective clients to obtain new business.
- This package includes three months of agency niche newsletters, a \$225 value.
- You will also receive one copy of Building Your Professional Investigative Agency Practice, a \$45 value.
- Your investment in this onsite hands-on marketing blitz is \$1495 per day with a 2-day minimum plus travel related expenses.



Hey, don't stop yet, there's a lot more to see!

Lunchtime Seminars



You have a group of clients or potential clients. I'm talking a major law firm, corporation or insurance company that you'd like to impress, right? How about buying them lunch? Not enough you say? You're right. So let's do this – let's cater lunch into their conference room, and while they're sitting around stuffing in all that free food, Steve will be representing your agency by presenting a professional mini-seminar in an area of interest to the group. Steve will be the actual presenter on your behalf but you'll be there too. Periodically, at preplanned moments, Steve will bring you into the conversation by asking questions about specific issues that have just been covered. This is a team effort between you and Steve and it works great to cement relationships between you and your client or to open new doors to some great new high value clients.

- Includes one, 2-hour seminar with group of current or potential clients on subject of surveillance, fraud, interviewing or other investigative topic.
- Your agency's investment in Florida is a flat rate of \$500. Out of Florida rate is \$500 plus travel related expenses.



Special New Agency Start-Up Package:

So, let's see if I get this right. You're tired of working for someone else. You've been an investigator at a local agency but now it's time to spread your wings and go out on your own. Is that right? No? Maybe this then – you're recently retired law enforcement who was a great cop. Maybe you were a detective with a huge amount of investigative experience – but – you have absolutely no investigative agency experience on the private side. In either scenario, you are able to see the reality of the picture. Being a great investigator is not enough. This business “stuff” has got to get done right the first time. You don't get too many second chances in business. To put the power of the business concept on your side, you'll need some help! Call me – I'm there!

Steve will do the following for you:

- Obtain all state agency application packets.
- Assist you in filling out state forms right the first time to avoid processing delays.
- Obtain competitive rates for liability and business insurance.
- Assist in development of agency business package:
 1. Design business cards that actually get attention.
 2. Assist in website design.
 3. Assist in brochure design.
 4. Design direct mail piece introducing your agency.
- With your assistance and input, Steve will write your marketing plan.
- Steve will train you in professional PI salesmanship techniques.
- This package includes six monthly issues of your own niche newsletter, a \$450 value.

- This package includes one copy of Building Your Professional Investigative Agency Practice, a \$45 value.
- Your agency's investment for this New Agency Start-Up Package is \$4995.00.

My dear friends, you can see that there are many ways to reach out for help when it is needed. A consultant's job is to render aid and assistance to his or her business client so that the client's business operation may continue its growth unimpeded by negative market related issues. My friends, I take my consulting profession very seriously. Helping you be successful in the investigative profession is most important to me. You are Number One with me and always have been. Many people are in successful PI agencies today because I was there to help them avoid the rocks in the road. I can do the same for you. As your marketing needs arise, give me a call or send me an email and let's work together to make your agency the winner that you want it to be.



Hey – Call me sometime! Ask for a free sample copy of my Newsletter Service or ask a question about marketing consultation. I'm ready to help!

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