

THE TOP 5

Not Too High a Price to Pay

Unlike in this mail piece, where the offer is understandably buried, I'll announce it right up-front: \$999. That's the subscription cost for **Don Dion's Charter Club**, and even if prospects don't stumble across it until page 11 of the 12-page letter, it's a huge hurdle that the copywriter had to consider immediately when composing this package for the *Fidelity Independent Adviser Newsletter*.

"The only potential obstacle that we had was the high price point, and the way we overcame it was the exclusive benefits," explains Tom N. Tumbusch, copywriter and owner of Digital Dynamite in Cincinnati. The Charter Club was created to package a number of existing Fidelity products that the company knew were successful, and it gave them a new way to market them.

Indeed, the first thing that the prospect comes across in the elegant, two-tone 6" x 9" package is a yellow lift note that screams "exclusive!" Signed by the editor-in-chief of the *Fidelity Independent Adviser Newsletter*, it even asks—in the P.S.—the subscriber to not "show the enclosed letter to anyone else, even if you know they're one of our subscribers. This exclusive offer is for you and you alone" (Archive code #270-709652-0801).

The letter itself opens in convincing fashion, using phrases you cannot ignore like "limited time only," "winning investment advice" and, the slam dunk, "never pay another cent—ever!" Then, after the personalized greeting, more of the same:

In today's volatile economy, it's more important than ever to stay informed. But anyone with cable TV or an Internet connection can tell you that it's easy to get overloaded on economic data.

The remainder of the letter details each newsletter and report, including thumbnails, and the biography of Don Dion, president and chief investment strategist of *Fidelity Independent Adviser Newsletter*. Then, under the headline "The Most Incredible Value We've Ever Offered," is a listing of what each of these reports/newsletters cost for one year. At current rates, that adds up to \$4,028. In other words, by the time prospects see the big figure of \$999, which is revealed next, they may not blanch.



FOR A LIMITED TIME ONLY

Get The First Look at
All of Don Dion's Winning
Investment Advice...

and Never Pay Another Cent—Ever!

Dear Investor,

When Don Dion showed me the enclosed letter, I thought he was crazy.

"Don," I said to him, "you're nuts. I know our readers are great, but are you seriously going to give them everything we publish and never ask for money again? How will we stay in business?"

"Relax, Jon," he said to me, in that reassuring way he has. He went on to tell me how the enclosed offer will be strictly limited to just 2,000 subscribers. I'm still concerned, but I'm breathing easier knowing that only 2% of our readers will be able to take advantage of the incredible offer Don's making.

So here's my advice to you: if the deal Don's offering sounds even remotely interesting to you, get in right away. This is a once-in-a-lifetime offer that won't be this sweet again.

Let us know today. You'll be glad you did.

Best regards,

Jonathan

Jonathan Buoni
Editor-in-Chief
Fidelity Independent Adviser Newsletter, Inc.

P.S. Please don't show the enclosed letter to anyone else, even if you know they're one of our subscribers. This exclusive offer is for you and you alone.

able economy, it's more important than ever to stay informed. h, cable TV or an Internet connection can tell you that it's easy ed on economic data.

here's a better way. As a *Fidelity Independent Adviser* subscriber, ne the value of having a professional staff to sift through all that s. Access to the right information at the right time has led our s of 192%, 199%, 228% and 261% in the last ten years. (That's record than the Dow Jones Industrial Average, the Nasdaq e S&P 500, the Russell 2000, and the Wilshire 5000, just to name

right information is critical to any active investing strategy, but in moving market, there's one thing that's better: getting that infor-

precisely the advantage I want to give to loyal readers like you...

25 Main Street, Williamstown, MA 01267
Call (800) 548-3797 Fax (413) 458-3738

In the package for Fidelity's Don Dion's Charter Club, it was all about exclusivity; both the lift note and letter get that message across to the prospect. To order: 215-238-5225, Archive code #270-709652-0801.

IDEAS IN Action

For its first mass-mailing for Fidelity's Don Dion's Charter Club, no detail was overlooked. Gene Bellotti, president of CustomerType Marketing, which managed the direct marketing for the package, had Ballantine Corp. hand-address 9" x 12" packages to the top 5,000 prospects and mail them First Class. For the top 1,000 prospects? They received their packages in overnight USPS envelopes. All these extra efforts paid off, handsomely.

"We wanted to convey the benefit by the time we revealed the price point. [The price] was kind of an experiment for us. We were curious to see if the target market would be willing to pay the price point for the benefit of having what is essentially a lifetime subscription to everything that the company published," says Tumbusch, who felt it important to make the offer even more exclusive by offering to Charter Club subscribers a quarterly conference call with Don Dion and one special report per year.

The experiment succeeded. Sent to 70,000 of Fidelity's newsletter subscribers, it generated more than \$250,000 in revenue for lifetime subscriptions, and a second mailing of the 6" x 9" effort brought in another \$200,000.

"While the offer was almost buried in this piece, the overall representation was so good that people really jumped on it," asserts Gene Bellotti, president of CustomerType Marketing in Acton, Mass., which handled the direct marketing for the package.

Now a control, it continues to work for prospects because it first won over its copywriter. "It was an easy package to write because I had a chance to review the product in detail, and I really believed in the product," Tumbusch concludes.

—Ethan Boldt