

**Lori Feldman**

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**From:** The Database Diva [diva@theDatabaseDiva.com]  
**Sent:** Tuesday, November 28, 2006 2:41 PM  
**To:** Lori Feldman  
**Subject:** Database Marketing Recipe for Success

## Database Marketing Hotwire

Week of November 27, 2006

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*The Database Marketing Hotwire is published for business owners, consultants and professional sales/marketing executives who want to attract more business with customers they already have. Lori Feldman, The Database Diva of Aviva, is the author and publisher. If you have a database marketing question, please email The Diva, and she'll answer in a future issue of the 'Wire.*

**Word count for this issue:** 783  
**Approximate time to read:** About 3 minutes  
Or print this out and read it later (4 pgs)

### The Diva Dishes

Lori

#### **Recipes for Success**

Last Wednesday night I started my annual pie-baking ritual, culminating in the pies' magical disappearance within seconds of service on Thursday (the US Thanksgiving holiday for our International readers).

As usual, I started out multi-tasking, simultaneously carrying on a conversation with my mother ("fan" does not do her justice) about the St. Louis Cardinals' winning season, writing this ezine and peeling/coring apples. My first pie was assembled in less than 20 minutes, a new record. And it was just as beautiful as if I'd taken an hour to \*kiss\* each apple slice!

By Lori Feldman,  
"The Database Diva"  
of Aviva



Have you heard the \*success\* axiom, "The ocean doesn't care whether you come with a teaspoon or a bucket"? It's supposed to make you "think big." But even more important than thinking big, I believe, is taking action on the right things in the right order. Following a recipe for success.

This is why I love database marketing. The success formula is 60-30-10. 60% of success is due to the LIST; 30% to the PROMO and 10% to the DELIVERY VEHICLE and everything else (email vs. direct mail, 1-color vs. 4-color, brochure or gift). Doubt me? Lori, YOU'RE reading this!

If you want \*guaranteed marketing success\*, put more effort into building your list, understanding your target audience and giving them more of what they WANT. Less into what you think they NEED. **Example:** Stop perseverating over PMS ink colors and which tchachke to give away. Spend more time segmenting customers into niche markets so they get more relevant messaging from you.

Want even more database marketing success? Wash, rinse, repeat. Or \*bake more pies\*.

**P.S.** Because you asked for it, I'm teaching a [2-day Blueprint Workshop](#) in January on how to build more business with a database follow-up system, including drip-marketing and creative messaging. If you pre-register before the end of the year, you'll get a bonus 30-minute consultation with me to discuss your specific database marketing challenge (\$115 value) and a "value payment plan". Seating is limited. So sign up now.

## Mailing List Hotlines

There are more than 60,000 postal and e-mailing lists for rent in the marketplace. Take a peek into the world of "other people's customer lists." You may find a few idea starters for your own prospecting...

\* **Real Estate Agents** - 1,001,417 - \$65/M

\* **B2B Communication Email Executives** - 265,062 - Business executive email addresses, also selectable by SIC code, employee size, sales volume, company size, number of PC's, sq footage, years in business and credit rating - \$195/M

\* **Inc. and Fast Company Magazine Subscribers** - 2,161,450 - \$125/M

\* **New Businesses (Monthly)** - 100,000 - Decision makers at newly founded businesses (owners, partners, presidents, etc.) - \$75/M

\* **Medical Professionals** - 534,287 -  
MedicalWorkers.com is the premier job board for  
physician jobs, radiology jobs, nursing jobs,  
pharmacy jobs, medical jobs and other health care  
jobs - \$115/M

\* **Mobile Computing Professionals Email** - 891,832 -  
Email addresses of corporate executives who  
purchased the latest portable computers and other  
high tech gadgets to work away from the office -  
\$150/M

### Upcoming Workshops, Classes & User Groups

**\*\* NEW \*\*** ["Boost Business With Your Own Customer Database Follow-Up System"](#) - Register before 12/31/06 and get 2 extra bonuses

\* [Jan. 29 - 30, 2007](#)

Your best customers are your competitor's best prospects! If you aren't talking to them, guess who is? Protect your #1 asset with a leak-proof, sales-starting follow-up system. Database Marketing is the most effective, least expensive, easiest way to build sales for your business. This lively 2-day Workshop will cover the 7 ways to build a follow-up system and the 5 pillars of successful creative messaging that really communicates your value to your clients.

[Tuesday Mani-ACTs User Group](#)

At these mini-seminars we pick a database topic and dissect it fully. While ACT is our database tool of choice, the principles apply to all database systems and you don't have to be an ACT user to attend.

\* [Dec. 12](#)

"Nailing NY Resolutions Part 1: Mastering Project Management and Creative Flowcharting with Mind-Mapping Software"

\* [Jan. 9](#)

"Nailing NY Resolutions Part 2: Mastering Project Management and Time Management with ACT"

[ACT SOFTWARE TRAINING](#)

\* [Dec. 11](#) (Wed., 1 - 5 pm) - "Becoming an ACT Power User"  
(With our *exclusive* 60-day satisfaction guarantee!)

### ACT! Database Tip of the Week

**QUICK WAY TO CLEAR ACTIVITIES**

If all you want to do is clear an activity with today's date and time without documenting your life story, hold the shift key as you put your mouse-click check in the "clear activity" box (calendar or task list views). You'll bypass that annoying little CLEAR ACTIVITY dialog box. This also works when clearing multiple activities at once. Sweet!

**\*\*\* ACT on SALE \*\*\***

ACT2007 (v9.0) is specially priced thru year-end

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Until next time, here's to you and your success,

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