

# The Shock & Awe Pack - Unpacked

Firstly we need to explain what it is and it's purpose. A S&A pack is a professionally produced folder that contains a series of brochures and possibly audio CD's and DVD's that take your potential customer through a journey that builds trust and a connection between them and your business, as well as creating credibility and authority for your business



The S&A pack is not a lead generator, it is used to warm up any leads generated so it begins the sales or conversion process (From lead to sale) well before you ever have personal contact with the person.



For example you may deliver lumpy mail, have a google adwords campaign, advertise in a magazine read by your niche market or, embark on many other lead generation activities and offer you make

to the reader is to call a number, email, fax, send the coupon through mail or fill in their details on-line to get their copy of a free "official consumer guide" on how to fix their problem. (obviously this would be a problem statement) You then post them out a S&A pack.



Of course you can then follow up with a phone call but if a S&A pack is done properly and the person is genuinely in your niche market, they will contact you, which makes this lead a very hot lead.

So what is in a well structured S&A pack? Well the better ones have a series of separate brochures set out in a logical order that ensures the best chance of the reader reading them in the correct sequence...

## 1: the story of your business

The first brochure is about the story of the business. It takes the reader on the journey of how the business came to be in it's present form and along the way they learn the things that the business learned that makes your business the best choice for the consumer right now. It gives people a glimpse into your world, to know who they will be working with and what advantages you have over your competitors.

### Building Credibility



## 2: Who benefits from your product/service

This is where you communicate to the groups or niches that would use your product/service. It is essential to list the benefits from the customers perspective in this part of the pack.

**A quick time out** to quickly outline the difference between a feature and a benefit. Many people seem to struggle with this and tend to list features rather than benefits, so...

An example would be "This tractor is the most powerful tractor on the planet today" (feature) Versus... "With this tractor you can do twice the work in half the time saving you huge dollars" (benefit to the customer). It is ok to list the features of your service or product but make sure you communicate the benefit as well.



## 3: Scary questions in quiz form

Include a series of questions that uncover the deficiencies for the reader so they begin to see how your business can help them. This also helps them identify with the niche groups mentioned in the previous step. You can use this part to deliver some hard hitting facts that aggravate your potential customers problems. This starts to get their attention quickly and can begin to create a sense of urgency to do something about it.

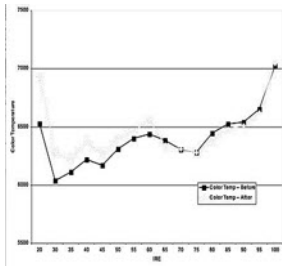


## 4: The process and setting expectations

This part covers the detail the customer might expect using your product or service. For example, if you are an accountant or financial planner, you would explain the steps the customer will go through from walking in the door on day one, through to completion to the customers satisfaction. Everything is laid out in detail so there no surprises and the customer knows what to expect.



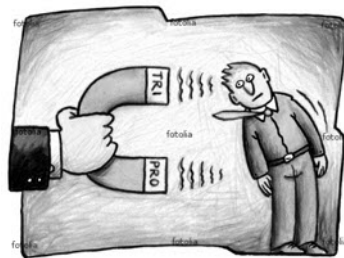
## 5: Background information, studies, research, proof and statistics



In this section you need to gather relevant, powerful and persuasive data to back up any of the claims you make in your marketing. This helps to explain how specifically your product or service will solve their specific set of problems

## 6: Call to action

In this section you make an "irresistible offer". Detail how they can take action right now and why they should take action right now. It is essential to allow them to respond to the offer in as many different ways as possible. 1800 number, fax, email, online, carrier pigeon, camel train, dropping off in person, and even cutting out a coupon and posting it in just like the old days. I may have been joking about the pigeon and camel but I was blown away by how many people still prefer to cut out a form fill it out, write on an envelope, go to the post office, buy a stamp and post it. I feel exhausted just talking about it but it happens more than you would think, so be sure to include all of these methods to respond to your offer.



## 7: The no risk Guarantee

This section should really put the mind of your potential client totally at ease. This should take

all the risk away from the reader. They need to feel comfortable taking the plunge, to take up your irresistible free offer without any hesitation, make it a "no brainer". Where possible offer the reader something they can keep no matter what.



## 8: List the reasons to take action and not put it off.

Here you need to outline the many benefits of taking action and what pain & loss they will suffer by waiting. Use scarcity and urgency by making the offer time sensitive or limit the numbers. You can also repeat the offer and call to action in this section.



## Additional ideas...

### 1: Testimonials

It is ESSENTIAL to include testimonials. These are the most powerful and persuasive part of any marketing tool or strategy. Ideally have video testimonials on a DVD. Plus, written testimonials including a photo of the person where possible. At the very least include the written testimonials. And with all testimonials endeavour to ensure they include meaningful specifics eg: measurable results and time and money saved.



**2: A radio style interview** that outlines much of what is in the S&A pack. This creates massive credibility and is much easier to produce than most people think. The technology to



put one of these together is already on most peoples computer. It is also a great idea to include audio testimonials from existing clients on this recording. You can't have too many testimonials

### 3: A cover letter

The cover letter congratulates the reader for taking action and explains how to get the most from the introductory pack (S&A pack). This can be personalised.