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Tips from the Experts

January 2007

Dear Brian,

Happy New Year! We hope you had an enjoyable holiday season and are ready to jump-start your direct mail campaigns for 2007. We are looking forward to another great year and have developed a variety of new ideas, services, and programs to make your campaigns more successful than ever.

This month's edition:

- Take the CourtClerk.net Challenge!
- 3 Rules of Human Nature Marketing
- Complete Line of Marketing Services - Now Available
- Real-Time Pennsylvania Data

3 Rules of Human Nature Marketing



How could you generate 50% - 100% more sales with your same marketing budget? Follow these 3 Simple Rules to convert more of your prospects to customers.

Rule One: People are attracted by solutions to their problems. They want to know how you will help them solve a particular problem.

Your marketing should lead with the product benefit and then go on to explain more about how your services help them. Leading with pricing, obscure product names or too much technical detail will confuse your prospects. The overriding concern of your potential client is how well your services will help them solve their problem.

[Read the next two rules of Human Nature...](#)

Complete Line of Marketing Services - Now Available

As the pioneer of direct-marketing services to attorneys, CourtClerk.net is often thought of only as a direct mail provider or "those guys



Take the CourtClerk.net Challenge!



Never satisfied with the status quo, CourtClerk.net is always looking for ways to help you improve the results of your direct mail campaigns. We thought it would be fun to start the new year with a CHALLENGE to see who has the best direct mail campaign.

All participants will receive a FREE analysis of their current marketing letter from an industry expert and a FREE 60-day subscription to the only Call Analytics tool on the market.

This 60-day competition will determine who has the best direct mail marketing campaign. The most effective campaign will **Win \$500 of Data from CourtClerk.net.** Second place will win \$250 of Data from CourtClerk.net.

Call us at (800) 709-1994 to register before January 15th and take the CourtClerk.net Challenge.

who send letters." In fact, **CourtClerk.net provides a full range of marketing services** and often acts as an outsourced marketing department for many of our clients.

So if this is the year you decide to strengthen your brand, create a new logo, develop a website, print new letterhead or client folders, boost your online advertising, increase your rankings in Google searches, develop a referral program, expand your practice area, track calls from the yellow pages, develop a billboard campaign, push public relations, or simply improve the response rate to your current direct mail campaign, why not keep things simple and work with someone you already know to be effective and efficient.

For a complete list of services or to get a proposal for any of your marketing needs, please consider CourtClerk.net at (800) 709-1994. We thank you for your business!

[Complete Listing of our Marketing Services...](#)

Real-Time Pennsylvania Data



Without missing a beat, we have **Real-Time Pennsylvania Criminal Data**. This service is available only from CourtClerk.net. Call **1-800-709-1994** for more information.

[More Information on Pennsylvania Data...](#)

email: bacord@courtclerk.net
web: <http://www.courtclerk.net>

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CourtClerk.net | 3100 Pinebrook Road | Suite 1300 | Park City | UT | 84098

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