

# Critical Skills Interview

## Interview Data:

Interviewer's Name: **Jim Edwards**

Publication / Project Name: **I Gotta Tell You Podcast**

Expert's Name: **Alan Reed**

Target Audience (SINGULAR): **Entrepreneur**

Target Audience (PLURAL): **Entrepreneurs**

Keyword Theme of the interview: **Direct Mail Marketing**

Topic of the Interview: **using direct mail marketing to get more business**

Payoff Of The Interview (For Target Audience): **how to use direct mail to get more calls, more walk-in traffic, and more sales**

Call To Action of the Interview: **Alan Reed's soon to be released "Direct Mail for Entrepreneurs" Course**

## Introduction

Hi everyone and welcome to the **I Gotta Tell You Podcast**

(Today's interview is sponsored by **Alan Reed's soon to be released "Direct Mail for Entrepreneurs" Course**. Helping **Entrepreneurs** with **how to use direct mail to get more calls, more walk-in traffic, and more sales** and other important topics about **Direct Mail Marketing**. Check out **Alan Reed's soon to be released "Direct Mail for Entrepreneurs" Course** for more.)

The title of today's interview is: **"Direct Mail Marketing: Critical Skills Every Entrepreneur Needs To Have and Develop"**

My name is **Jim Edwards** and today I'm talking with **Direct Mail Marketing** Expert **Alan Reed** about the critical skills every **Entrepreneur** needs to be successful with **Direct Mail Marketing** and get the best results.

Welcome **Alan Reed!**

**Alan Reed** is a hands-on expert on the subject of **Direct Mail Marketing** and has graciously consented to this interview to share with us the skills every **Entrepreneur** can and must develop in order to know **how to use direct mail to get more calls, more walk-in traffic, and more sales**.

**Alan Reed**, thank you again for joining us on this live interview.

Let's just jump right.

## Questions

My first set of questions is about your background and experience in the field of **Direct Mail Marketing** so the **Entrepreneurs** in our audience can understand who you are, how you developed your skills, and how you can relate to where they are right now.

Then we'll jump into the major skills all **Entrepreneurs** need with **Direct Mail Marketing** so they can set themselves up for success.

1. Could you tell us a little about yourself in terms of background, education and experience in **Direct Mail Marketing**? *1978 FAMILY DAIRY MARKETING*

- a. When did you get started?
- b. Have you had any formal training or education in **Direct Mail Marketing** or has it all been on the job training? *OJT. PASSION*
- c. What kinds of things have you done / experiences have you had in **Direct Mail Marketing** that are relevant to our audience of **Entrepreneurs** and our topic of **using direct mail marketing to get more business**? *RETAIL + Home Delivery*
- d. Were you an overnight success, or did you have to work for it?

Well, it's obvious you're the right expert for us when it comes to **Direct Mail Marketing!**

Let's get started with those necessary skills.

STUDY Flyers → STORY!  
KEY

# What is Direct Mail Marketing? NO Idea

Coupon Book

2. What is the **FIRST** skill every **Entrepreneur** needs when it comes to **Direct Mail Marketing**?

- a. Why is this skill important?
- b. What's the best way to develop this skill?
- c. Can you go into a little more detail on this?
- d. Are there any tools, websites or apps that makes things easier in this area?
- e. How long does it take to get started in this skill area and start seeing results?
- f. If someone gets stuck on this skill, how can they get "unstuck"?

Look at price from Consumer's perspective! NOT YOUR EYES KEY  
THEIR'S

3. What is the **SECOND** critical **Direct Mail Marketing** skill every **Entrepreneurs** need to develop for **using direct mail marketing to get more business**?

- a. Why is this skill important?
- b. What's the best way to develop this skill?
- c. Can you go into a little more detail on this?
- d. Are there any tools, websites or apps that makes things easier in this area?
- e. How long does it take to get started in this skill area and start seeing results?
- f. If someone gets stuck on this skill, how can they get "unstuck"?

Patience and MATL!  
Dedication  
TESTING  
BORING

4. What is the **THIRD** skill **Entrepreneurs** need to develop with **Direct Mail Marketing**?

- a. Why is this skill important?
- b. What's the best way to develop this skill?
- c. Can you go into a little more detail on this?
- d. Are there any tools, websites or apps that makes things easier in this area?
- e. How long does it take to get started in this skill area and start seeing results?
- f. If someone gets stuck on this skill, how can they get "unstuck"?

Structure  
Terms  
Apply

OPM - IN  
OUT  
How can I use this?  
Bigger Companies  
"Testing"

"It will Change your Life!"

5. Are there any other major skills at this point with **Direct Mail Marketing** we need to let our **Entrepreneurs** know about?

STRATEGY

Make Marketing Appt. w/ SELF Every Day

6. Are there any tools for **Direct Mail Marketing** our **Entrepreneurs** need to know about that will help them develop their skills?

OLD School

60-90  
mins

7. What is the perfect mindset an **Entrepreneur** could or should have about developing their skills when it comes to **Direct Mail Marketing**?

- a. Stated differently: What's the right mindset for **Entrepreneurs** when it comes to **using direct mail marketing to get more business**?

8. Is there anything I haven't asked you about developing **Direct Mail Marketing** skills that you'd like to share with our audience of **Entrepreneurs**?

## Conclusion

Thank you **Alan Reed** for a great interview. I'm sure all the **Entrepreneurs** in our audience have a **MUCH** clearer understanding of the necessary skills to succeed with **Direct Mail Marketing** now that you've laid everything out so clearly. So thank you very much for sharing your expertise and experiences so graciously. Well done!

Can you tell us a little bit more about **your soon to be released "Direct Mail for Entrepreneurs" Course**? Specifically how does it help **Entrepreneurs** with **how to use direct mail to get more calls, more walk-in traffic, and more sales**?

So again, thank you **Alan Reed** for sharing with us... and thank YOU all the **Entrepreneurs** in our audience for joining us for this amazing presentation about skills everyone needs to succeed with **Direct Mail Marketing**.

So again, I'm **Jim Edwards** and thanks for joining us on the **I Gotta Tell You Podcast**.

I'd like to invite you to check out **Alan Reed's soon to be released "Direct Mail for Entrepreneurs" Course** today for more on how YOU can succeed with **Direct Mail Marketing** and **using direct mail marketing to get more business**.

Have a great day!

## Additional / Supplemental Questions (If Needed)

- What are some **Direct Mail Marketing** tools or resources **Entrepreneurs** can't live without?
  - Online / phone apps
  - Offline
- What are some **Direct Mail Marketing** tools or resources you think have become or are becoming obsolete? What or who is on the way out?
- Where do you see **Entrepreneurs** wasting a lot of time in **Direct Mail Marketing**?
- Where are the big challenges in **Direct Mail Marketing** right now?
- Where are the big opportunities in **Direct Mail Marketing** that many **Entrepreneurs** might be missing?
- Is there one particular story, case study, or example you'd like to share that really sums up what we've been talking about here?
- Any tips for time management when it comes to **Direct Mail Marketing**?
- Do you think it's easier or harder for a new **Entrepreneur** starting out today with **Direct Mail Marketing** than it was for you when you got started?
  - Why or why not?
- What final thoughts do you have to help motivate **Entrepreneurs** to get started or take their **Direct Mail Marketing** efforts to the next level?