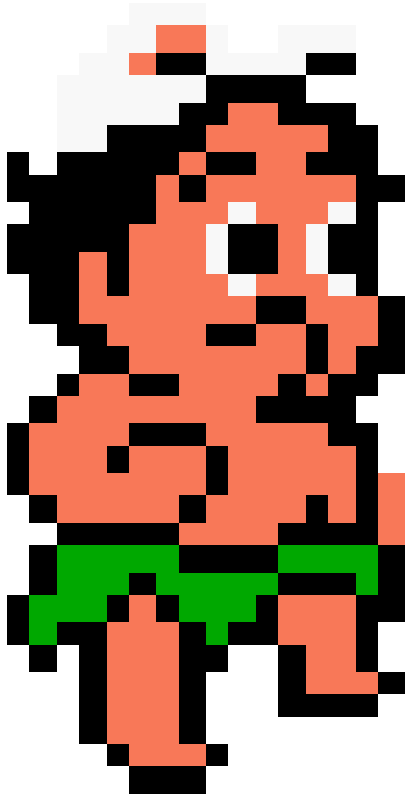
How YOU Can Build an $8 Million Text Marketing Business Like I Did

Dick Larkin

Who is Dick Larkin?

Ran the US division of Nintendo's first licensee

Nintendo®



COMMANDO MARKETING

HUDSON GROUP
HUDSON SOFT

Who is Dick Larkin?

Published Games & Music

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Who is Dick Larkin?

Built a $40 million Internet Yellow Pages

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Who is Dick Larkin?

$8 Million of Text Marketing

CloseBy®

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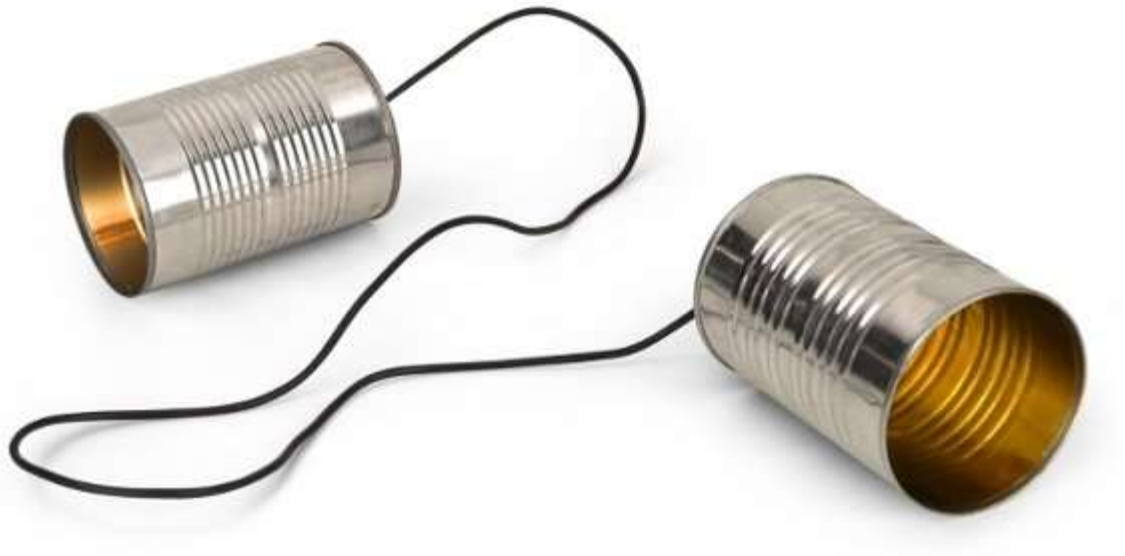
New Mission is Transforming Healthcare for Seniors

Lee
GUARANTEED
WORK CLOTHES
SANFORIZED
LARKIN
BROS.
Loogootee,
Indiana

What Makes Text Marketing an Attractive Business?

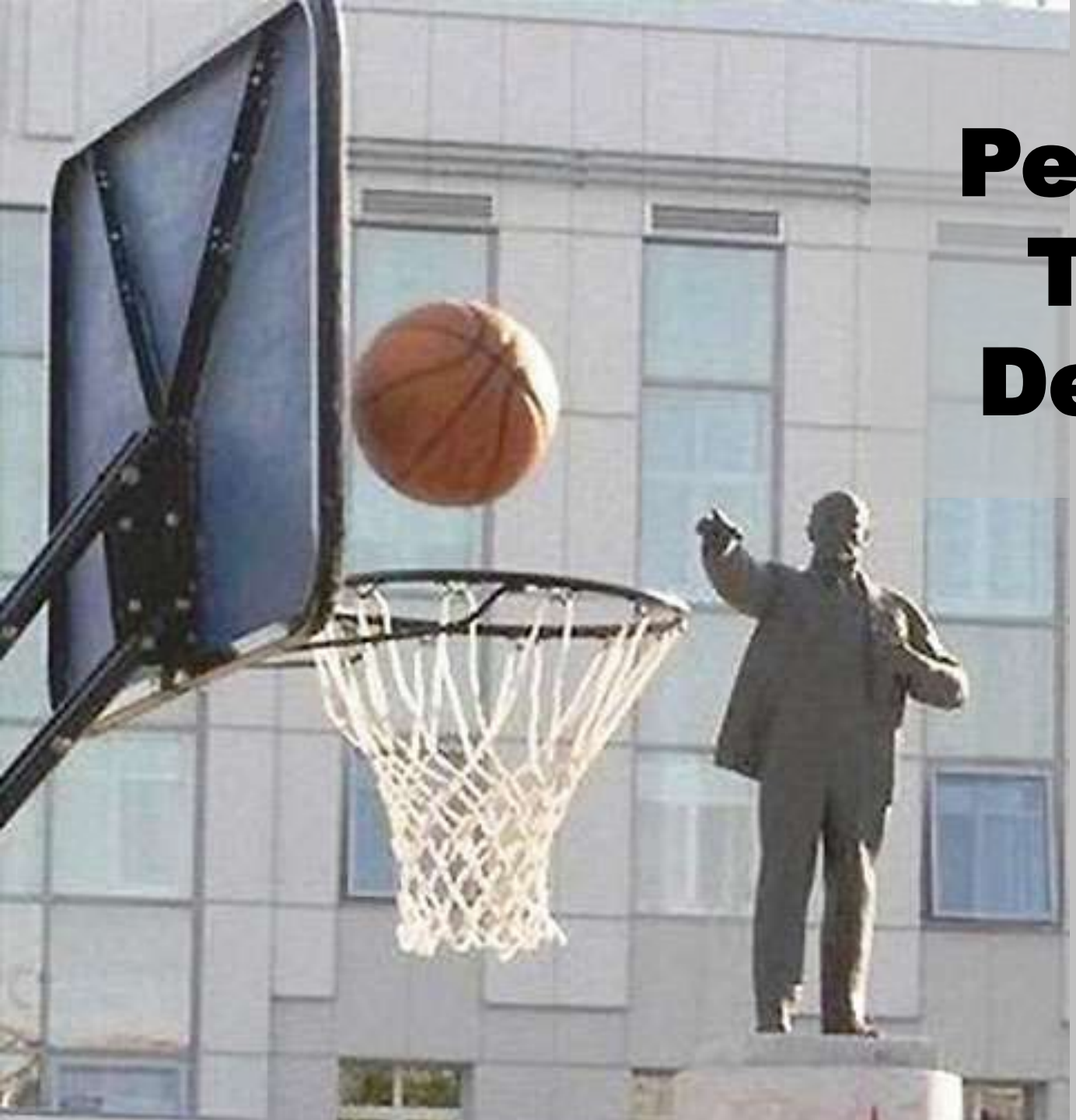
You control the pipeline from the business to their customer



Selling ads on someone else's platform makes you a share cropper

Low Hard Cost

High Perceived Value



Perfectly Timed Delivery

Immediate
Measurable
Response

Good News – Bad News

The things that make it HARD are the things that make it GOOD

Must BUILD Opt In List

- Can’t buy a list
- Requires effort
- Takes time

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Must BUILD Opt In List

- Exclusively Yours
- Can keep using it
- Perfectly targeted

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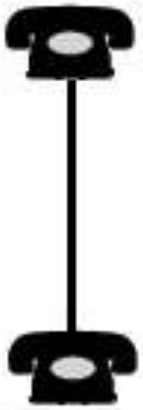
Even a very small
list will often deliver
fantastic results

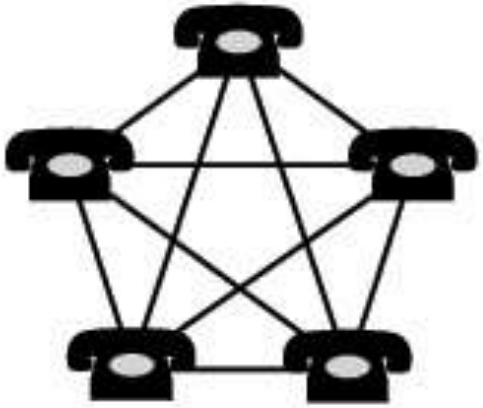
No Network Effect

2 nodes



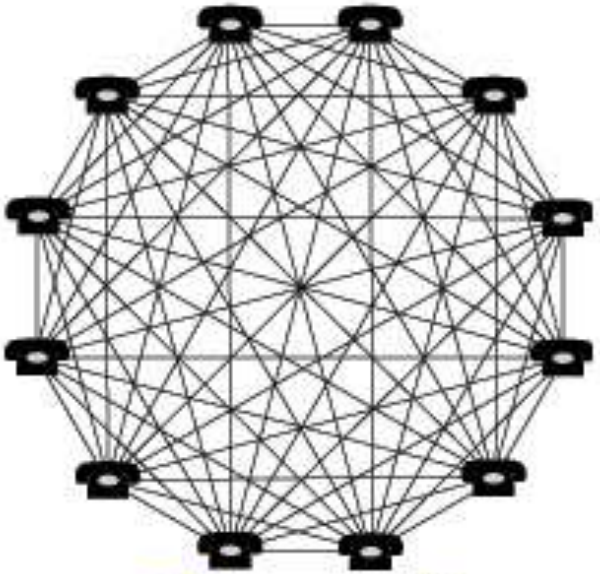
1 connection

5 nodes



10 connections

12 nodes



66 connections

Series of Silos

What we did right

Leased our own shortcode

Piloted multiple packages

Picked ONE package

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What we did right

Lots of hoopla and training

Kept it VERY SIMPLE for customers & reps

Separated sales & service

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What we did right

Created FULL SERVICE for our customers

Dedicated text specialists

Printed & FedEx'd signs

Constant sharing of success stories

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Full Service is Key

Onboarding Plan

The first 48 hours are the most critical in onboarding the SMB with system training and handholding.

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Remove Uncertainty

SMBs will pay a premium flat rate to avoid the uncertainty of paying per subscriber or message

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Selling with Stories

Use examples of businesses with a similar problem, not a similar business

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The more effort you put into getting paid upfront, the higher quality customer you'll have.

Get skin in the game.

What we did wrong

Lacked CRM system to manage the text specialists

Renewal process was choppy

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Shortened Launch Time from 4 Weeks to 4 Minutes

Sold some poor categories

Car Signs FAILED!

Signage

Print and FedEx the Signs

Decisions Kill Sales

Remove decisions and uncertainty from the buying process

CLEARLY
I HAVE MADE
SOME BAD
DECISIONS

Frequently Asked Questions

You don’t need to own the platform or hardware

Consider owning your shortcode (phone number)

$6,000 - $12,000 / year

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FAQ

You CAN outsource the coaching, customer service & fulfillment

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FAQ

Merchants do NOT need to install POS hardware

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Messaging costs are usually not a significant cost

How Frequently?

3 to 5 messages per month

for special offers

Must be very high quality

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Legal Concerns

Highly regulated AND monitored

A GOOD platform vendor will keep you compliant

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Additional Features

Appointment Reminders

Birthday Clubs

Surveys & Polls

Text to Win

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Picking a Platform

Determine your customer service requirements

Features of differentiation

- **Full customer service**
- **Email integration**
- **Loyalty App**
- **Franchise System Controls**

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Low Hanging Fruit

Bars & Restaurants

Beauty & Fitness

Retail & Grocery

Auto Repair

Elective Medical

Sell
Pain Relievers
Not
Vitamins

Biggest Problems

Slow Days

Inventory

No Shows

Loyalty Program

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Messages That Work

Valuable

Exclusive

Time **S**ensitive

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Magic Price Point

Deals under

$20 pull

500% better.

Mobile Marketing is NOT Going Away

Dick Larkin

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