

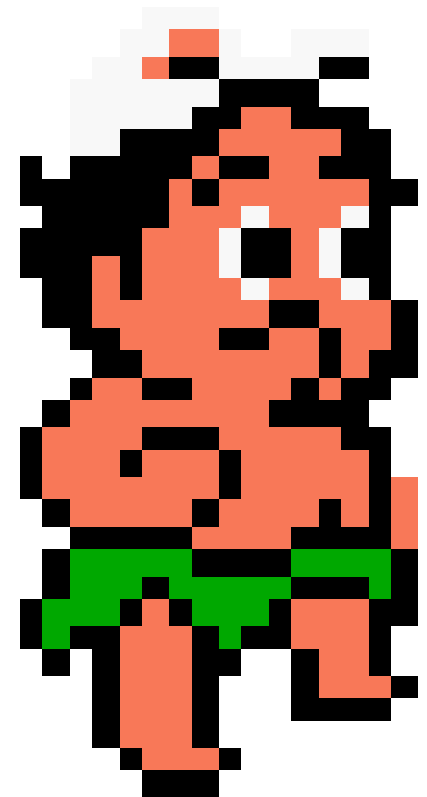
How YOU Can Build an \$8 Million Text Marketing Business Like I Did



Dick Larkin

Who is Dick Larkin?

**Ran the US division of
Nintendo's first licensee**



Who is Dick Larkin?

Published Games & Music



Who is Dick Larkin?

**Built a \$40 million
Internet Yellow Pages**



Who is Dick Larkin?

\$8 Million of Text Marketing



New Mission is Transforming Healthcare for Seniors



Lee

GUARANTEED

WORK CLOTHES

SANFORIZED

TAILORED SIZES - A FIT FOR EVERY BUILD

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**



A photograph of a diverse crowd of people on a city street. In the foreground, a woman in a white sleeveless top is looking at her phone. Next to her, a man in a dark suit is also looking at his phone. A woman with sunglasses and a white shirt is holding a red phone to her ear. Other people in the crowd include a man in a blue shirt, a woman in a white shirt, and a man in a dark suit. The background shows a city street with buildings and a green awning.

Immediate Measurable Response

Good News – Bad News



A photograph of the Great Pyramids of Giza in Egypt, with the Sphinx visible in the foreground. The pyramids are golden-brown and set against a clear blue sky with some light clouds. The foreground is a sandy desert with some sparse vegetation.

**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**



Must BUILD Opt In List

- **Exclusively Yours**
- **Can keep using it**
- **Perfectly targeted**

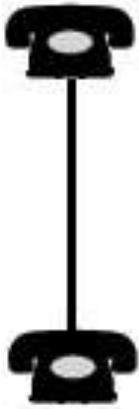


**Even a very small
list will often deliver
fantastic results**



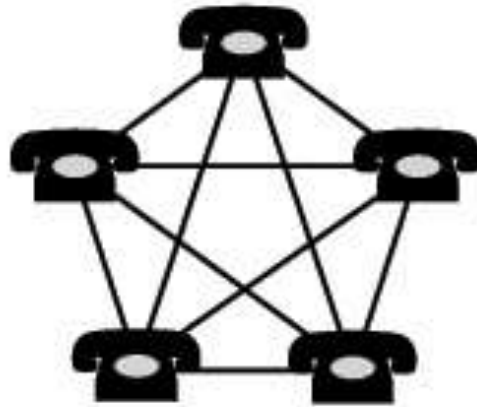
No Network Effect

2 nodes



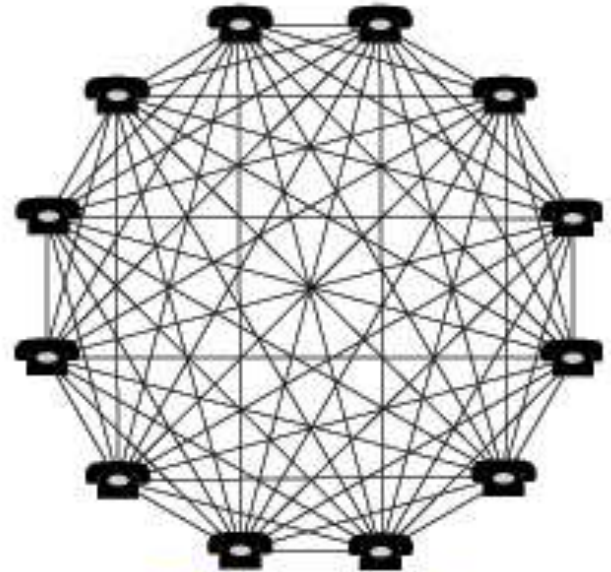
1 connection

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



What we did right

Lots of hoopla and training

**Kept it VERY SIMPLE for
customers & reps**

Separated sales & service



What we did right

Created FULL SERVICE for our customers

Dedicated text specialists

Printed & FedEx'd signs

Constant sharing of success stories



Full Service is Key



Onboarding Plan

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



Remove Uncertainty

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



Selling with Stories

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



Pay Now

**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**





**Shortened
Launch Time
from 4 Weeks
to 4 Minutes**

**Sold some
poor categories**



Car Signs FAILED!



Signage

JOIN OUR VIP TEXT CLUB



**Exclusive
Offers Reserved
For Our Best
Customers**



Joining our VIP club is not required to purchase pizza. We know that makes no sense, but the government requires us to say it. They should probably focus on more important things. We don't charge you to receive text messages, but message and data rates may apply from your phone carrier. Text **HELP** if you want information or **STOP** if you want to no longer receive our messages and just want great pizza. We respect your privacy and won't do anything with your number other than send occasional offers not to exceed 4 per week and probably way less. Terms and conditions are available at <http://tc.bearhug.co>

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**



FAQ

**You CAN outsource
the coaching,
customer service &
fulfillment**



FAQ

**Merchants do NOT
need to install POS
hardware**



**Messaging costs are usually
not a significant cost**



How Frequently?

**3 to 5 messages per month
for special offers**

Must be very high quality



Legal Concerns

**Highly regulated AND
monitored**

**A GOOD platform vendor
will keep you compliant**



Additional Features

Appointment Reminders

Birthday Clubs

Surveys & Polls

Text to Win



Picking a Platform

Determine your customer service requirements

Features of differentiation

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



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



Messages That Work

Valuable

Exclusive

Time **S**ensitive



Magic Price Point



**Deals under
\$20 pull
500% better.**

Mobile Marketing is NOT Going Away



Dick Larkin

Dick@CommandoMarketing.com

