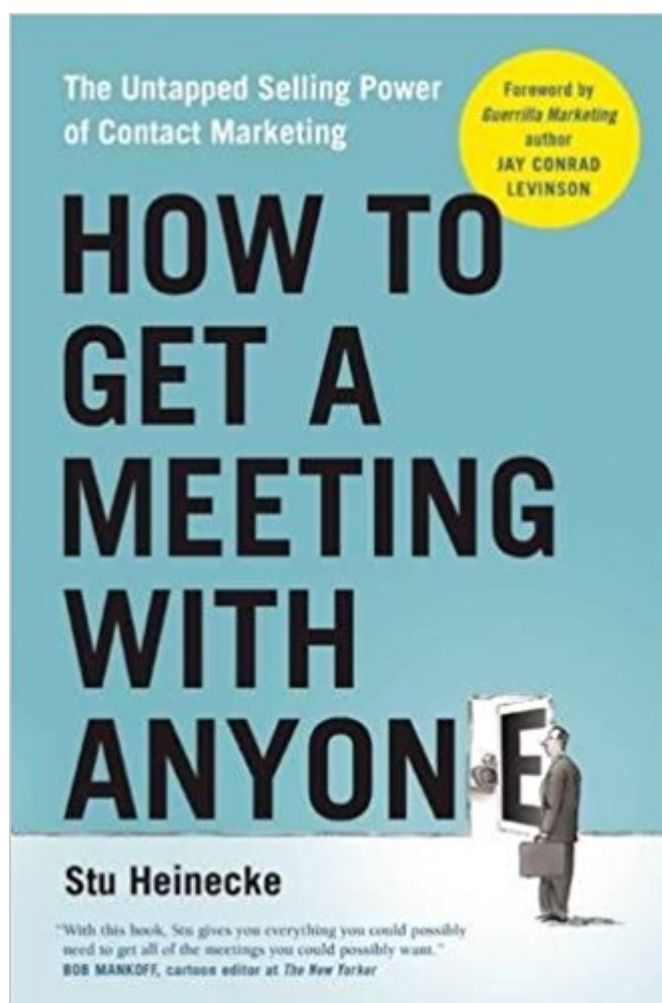


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# How To Get A Meeting With Anyone: The Untapped Selling Power Of Contact Marketing



## Synopsis

The hard part just got easy. You know how to sell—that's your job, after all—but getting CEOs and VIPs to call you back is the tricky part. You're in luck: That impossible-to-reach person isn't so impossible to reach after all. Hall-of-Fame-nominated marketer and Wall Street Journal cartoonist Stu Heinecke discovered that he could get past traditional gatekeepers to reach those elusive executives by thinking outside the box and using personalized approaches he calls "Contact Campaigns." Including presidents, a prime minister, celebrities, countless CEOs, and even the Danish model who became his wife, Heinecke found that getting meetings with previously unreachable people was easier than ever. Now he shares his tactics and tips in this essential guide for anyone who needs to make contact. In *How to Get a Meeting with Anyone*, Heinecke explains how you can use your own creative Contact Campaigns to get those critical conversations. He divulges methods he's developed after years of experience and from studying the secrets of others who've had similar breakthrough results—results that other marketers considered impossible, with response rates as high as 100 percent. Through real-life success stories, Heinecke lays out 20 categories of Contact Campaigns that anyone can research and execute. Tactics range from running a contact letter as a full-page ad in *The Wall Street Journal* to unorthodox uses of the phone, social media, email, and snail mail to using personalized cartoons to make connections. He also packs in plenty of tips on how to determine your targets, develop pitches, and gain allies in your contact's circle of influence. *How to Get a Meeting with Anyone* provides you with a new toolkit you can put to work right away so you can make the connections that are essential to your success.

## Book Information

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## Customer Reviews

"Stu Heineke may be a one-of-a-kind cartoonist and marketer, but his ideas and examples for one-to-one marketing and selling should have any marketer creating their own audacious goals and asking themselves, 'Why not?'" —Forbes —In a super-connected world, we're actually anything but. Stu reminds us that in business, you actually have to connect on a human level to really succeed, and he is the Master guide on how to do that. —Bob Guccione, Jr., media entrepreneur and founder of SPIN Magazine —With this book, Stu gives you everything you could possibly need to get all of the meetings you could possibly want. —Bob Mankoff, cartoon editor at The New Yorker —I highly recommend that all salespeople read Chapter 15 at least three times! —Bonnie Wooding, president of Hywood Services and executive assistant to top business leaders for over 30 years —Stu is a master innovator and creative virtuoso. What he has put together in this book is a true gift to the reader. If opening important doors is important to your success, you can't afford NOT to read this book! —Dan Monaghan, cofounder of WSI Digital —Building trust and adding value are critical to cultivating profitable business relationships. Stu Heinecke and his Content Marketing Strategies have greatly contributed to our success. —David Rosuck, vice president of marketing and innovations at Pacific Life —Go ahead and list a dozen or two impossible-to-reach, off-limits people that could change your life or career. Read and follow Stu's guidance. Then change your life forever. —Dean Batson, assistant director of the Arizona State University Alumni Association —Stu is one creative dude. Who else can run a campaign that catches the attention of a US President? Almost as crazy as using an AI to schedule a meeting :). —Dennis Mortensen, CEO and founder of x.ai, producers of the world's first artificial intelligence assistant who schedules meetings for you —Stu's ideas helped me get a meeting with Amblin Entertainment and Stephen Spielberg, and continue to produce results for my company. Thanks to How to Get a Meeting with Anyone, now the entire world can get in on Stu's precious secrets! —Jay Silverman, creator and executive producer of The Cleaner on A+E Networks, director of Girl on the Edge, and president of Jay Silverman Productions —Stu's secrets truly will show you —or your entire sales organization —How to Get a Meeting with Anyone. —Mark Cira, CEO and founder of PrintSF for Salesforce.com —I get several hundred unsolicited emails a day and at least several dozen calls from people

hoping to develop a business relationship with Williams-Sonoma, Inc. Stu's mailer was one of the very few that got right through to me. My assistant brought it in and said "look at this." I called him. Very creative and effective. Pat Connolly, EVP, CMO, Williams-Sonoma, Inc. It's true that many a truth is said in jest but not all are guaranteed to make you laugh out loud or provide attention for your message from a high-level decision maker. Stu Heinecke can show you how in *How to Get a Meeting with Anyone*. Pete Wilson, former Governor of California; Stu Heinecke's ability make contact through unique methods is phenomenal. He's a creative genius. Rick Dees, legendary radio personality; In a time of great need, it's too late to start a relationship. Stu has bridged that ominous chasm between lack of access and the beginning of an important relationship using clever approaches to discharge the everyday tensions we all experience in business. Russ Klein, CEO of the American Marketing Association; In *How to Get a Meeting with Anyone*, Stu Heinecke opens your eyes to new creative and proven techniques that are a prescription for success for any sales force that wants to open doors and build lasting relationships and have fun doing it! Sandy Athenson, VP and general manager at Immucor Transfusion Diagnostics; Success in sales or any career for that matter is heavily dependent upon reaching the right people, in the right way, at the right time. By following Stu's methodology, you are likely to form strong and lasting relationships, which will ultimately be critical to your success. Sid Kumar, global head of inside sales at CA Technologies

If ever there were someone born to write a book like *How To Get A Meeting with Anyone*, Stu Heinecke is that person. A Wall Street Journal cartoonist, Hall of Fame-nominated marketer and author, Heinecke discovered the magic of "Contact Marketing" early in his career, when he launched a Contact Campaign to just two dozen Vice Presidents and Directors of Circulation at the big Manhattan-based magazine publishers. That tiny \$100 investment resulted in a 100% response rate, launched his enterprise and brought in millions of dollars worth of business. Heinecke is the host and author of the *How To Get A Meeting with Anyone* podcast and blog, and founder and president of Contact, a Contact Marketing agency, and cofounder of Cartoonists.org, a coalition of famed cartoonists dedicated to raising funds for charity, while raising the profile of the cartooning art form. He lives on an island in the pristine Pacific Northwest with his wife, Charlotte, and their dog, Bo.

I love business books when three important things are present. The author has actually done the

work first hand that they describe and tell you to do. Secondly when they are confident enough to reach out to the world's best in the field and include their thoughts as well. Third, they give the nuts and bolts of what to do, not just pie in the sky theory. Stu does all three of these masterfully on a topic that is not talked about much in growing sales or a business. If you incorporate the things Stu shares here, you will be leaps and bounds ahead of your competitors in landing meetings with impossible to reach decision makers. Period.

Very creative, authentic. One of the biggest things for me is Stu actually engages his readers as well. It is a great source of ideas to build upon and inspire. Give you one example. I sent a cold e mail to a prospect and i got a out of office e mail that said the gentleman was taking some time off picking up rocks on Mars. I sent him a copy of the book the martian with a personalized drawing saying enjoy the book while on Mars. Several weeks later we were in a great mutual discussion and agreed a \$28,000 deal.

I really liked this book. I initially bought the audible book and listened to it on my morning walks. It was very good, and really got my creative juices flowing. Although I really like the ease of an audible book, I realized that I really missed being able to highlight and take notes to refer back to, especially with this book. It wasn't just thoughts and ideas, but also it referred you to several resources as well that I wanted to be able to go back and look up. So, I bought the book too. I liked the book so well and found the ideas so helpful I also bought Stu's book Drawing Attention. Personally, I liked this book best but I thought both books had some great value. The ideas were unique, tested, and I can't wait to see how they will work for me. I am trying to get in touch with hospital CFOs, which is no easy task. Great ideas!

I met Stu decades ago when I got one of his cartoons in the mail. It was a single-panel of two rich-looking men in a library talking. The caption: "Have you seen the Journal? It's all Mark Smith this, and Mark Smith that. Nothing about us." I was hooked! In this comprehensive and complete reference book on a wide range of outrageous and effective ways to get meetings. Well researched, many examples, and step-by-step guidance to create your targeted campaign. If you're a fan of Jay Conrad Levinson's "Guerrilla Marketing," you'll love this book. As Jay taught, it makes marketing interesting. And that's what you need to cut through the noise in our overwhelming, over-hyped, and over-communicated world. If you have a list of people who you want to reach, buy this book. Follow the advice. And you'll get your meeting. Of course, you have to have something relevant and

valuable to say when you get the meeting. But that's another book.

Stu Heinecke solved a big problem for me. Not simply how to get a meeting with anyone but to do it in a consistent, repeated, even cheerful manner. On the plus side, as someone who has long had difficulty selling my own services, traditional direct marketing response rates bore into my very soul. Each campaign I undertook was like a virtual stoning by silence of the 97% who did not find obvious benefit and joy from my DM letters. With Stu's system, that is a thing of the past. I am grateful. Buy this book!

I've just started reading it and I'm already getting a lot of ideas on how to better target my ideal customer profile. Thank you Stu for putting your experience in this book - it's a breath of fresh air compared to all the volume/numbers approach everyone else is writing about these days

This is the first and only cookbook on how-to-get-to-anybody guerrilla warfare. It's certainly the first technically competent treatise on how to actually monetize today's social media. "Old/bold gunslinger Rick Bennett, ad man who launched Oracle and Salesforce.com.

This book is impressive. It opens your eyes to new possibilities. Every business professional should read this book.

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