

## IN THIS PHASE 1, YOU WILL ADD THESE ITEMS TO YOUR TOOLBOX:

### SUSPECTS

Anyone you know  
who could buy from  
you...but doesn't  
know you.

**GOAL:** Turn them  
into a prospect.

Step 1: Choose Only One Market .....	Page 32
Step 2: Select Your Media .....	Page 40
Step 3: Present an Irresistible Message .....	Page 45

### PROSPECTS

Anyone who knows  
you...but hasn't pur-  
chased yet.

**GOAL:** Turn them  
into a customer.

Consumer Awareness Guide .....	Page 70
Recorded Message .....	Page 94
Landing Page.....	Page 100

### CUSTOMERS

Anyone who has given  
you money at least once.

**GOAL:** Turn them into  
a client and raving fan  
for life.

Relational Marketing .....	Page 111
Customer List.....	Page 115
Monthly Newsletter .....	Page 116