

YOUR MARKETING TOOLBOX™ (CONTINUED)

Tools for prospects and customers:

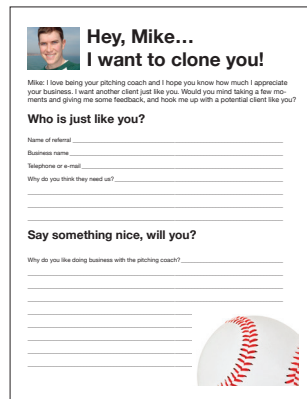
The purpose of the consumer awareness guide is to educate your prospects. But education is only one tool. You must follow-up with prospects and continue to contact them using persuasive sales letters and other follow-up techniques until they buy or opt-out. In addition to the consumer awareness guide and sales letters, you continue to educate your prospects and customers with a monthly newsletter. And ask for referrals and testimonials.



Consumer Awareness Guide



Sales Letters Follow-up



Referrals and Testimonials



Newsletters (Printed / Online)