

YOUR MARKETING TOOLBOX™

Your Marketing Toolbox™ should include “tools” to flag down suspects, turn suspects into prospects and convert prospects into customers. A “tool” is any media, document, or procedure that helps you locate and talk to suspects and persuade them to become a prospect. Plus, it’s anything that educates prospects and turns them into customers and turns customers into clients for life.

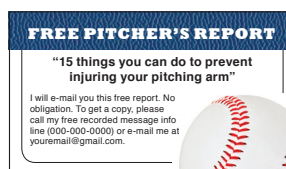
TOOLS FOR SUSPECTS: To reach suspects, you need the right media that reaches the greatest number of suspects at the lowest possible cost. Which media is best for reaching suspects? The list is endless. I suggest you use BOTH online and off-line media, both mass and direct media to reach your suspects. There are hundreds of types of media. Here are only four types of media.



Post Card or Ad

Free Pitcher's Report. “15 things you can do to prevent injuring your pitching arm” I will e-mail you this free report. No obligation. To get a copy, please call my free recorded message info line (000-000-0000) or e-mail me at youremail@gmail.com.

Classified Ad or Google Ad Words



Billboard or Internet Banner



Business Cards or Fliers

TOOLS FOR PROSPECTS: To turn prospects into paying customers, you need to use an education-based approach to marketing. How will you educate your prospects? Here are two tools: a free recorded message line and a web landing or “squeeze” page. After the suspect calls your recorded line or visits your web landing page, you give them a consumer awareness guide.



Free Recorded Message



Web Landing Page