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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

10 Important Marketing Tips

By Bob Leduc

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Each of the following Ten Marketing Tips is based on a highly effective – but often overlooked marketing tactic. How many are you using? How many have you overlooked?

Tip 1:
Insulate yourself against the impact of change by increasing the number of products and services you offer ...and by using a variety of different marketing methods. Only a small portion of your total business will be affected if the sales of one product declines or the response to one marketing method drops.

Tip 2:
Customers are prospects too. Stay in contact with them. Find or develop other products or services you can offer them. It's easier to make a sale to a previous customer than to someone who never bought from you.

Tip 3:
Avoid making any claim that sounds exaggerated ...even if it is true. A bold claim creates doubt in your prospect's mind and jeopardizes the sale. Reduce any bold claims to a more believable level.

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Tip 4:

Express numerical claims as odd numbers with fractions or decimals. For example, "Our clients save 17.7 percent" sounds more believable than "Our clients save 20 percent" ...even if 20 percent is the accurate number.

Tip 5:

To create an absolutely irresistible offer, combine a special discount price and a set of valuable bonuses in the same offer.

Tip 6:

Develop a series of 4 or 5 different special offers. Use

them one at a time with an expiration deadline. When one offer expires, replace it with the next offer and a new deadline. Continuously recycle through the same series of offers. This enables you to keep using special offers to generate sales without taking time to develop new ones.

Tip 7:

If you're attracting many prospects who really don't have (or can't get) the money to buy your product or service ...you need to change your market. Target a market where prospects have an intense desire for the benefits produced by your product or service – AND the money to buy it.

Tip 8:

Set yourself apart from competitors by offering an exclusive benefit your competitors cannot copy ...or one they're not willing to copy. One business owner I know includes his personal phone number on every order. His competitors don't – and they are not likely to start making themselves that accessible to customers.

Tip 9:

Advertising copy produces the biggest response when each reader can believe the message was written specifically for him or her. As you write any sales message, visualize you're writing to one person instead of to a large group of people. This will help you write in a less formal and more personal style.

Tip 10:

Most sales are not made on the first contact. Develop a

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method to capture and save the names and contact information of prospects who don't buy from you. Follow up periodically. A little gentle coaching will eventually convert many of them into buyers.

Each of these 10 marketing tips implements a simple but highly effective marketing tactic. Take action now to apply those you overlooked. You'll be surprised by how much business it produces for you.

Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards ...and launched *BizTips from Bob**, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at: <http://BobLeduc.com> or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

20 Power Marketing Tips

By George Torok

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20 Power Marketing™ Tips

Use these powerful yet simple tips from the national best-seller, "Secrets of Power Marketing: Promote Brand You" – the first guide to personal marketing for non-marketers.

- Create and grant an annual award.
- Send hand written congratulations and thank you notes.
- Send greeting cards for some occasion other than Christmas.
- Send postcards when you travel and even when you are at home.
- Give a good book to special clients. Always sign it with a positive message.
- Build relationships with the media before you need them.
- Associate with winners – attend awards functions.
- Build and maintain a database of clients, prospects, and key influencers.
- Earn certifications and win awards from your associations – and tell everyone.
- Ask happy customers to write testimonial letters for you.
- Recruit your suppliers as marketing agents. They work for free.
- Join and be active in your chamber of commerce.
- Write tips sheets for your customers.
- Write and send articles to magazines and newspapers.
- Send a news release to the media every three months.
- Do something crazy and newsworthy at least once a year.

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Send photocopies of your news coverage to your clients.
Build and maintain an informative and interesting web site.
Sponsor a cause, event, charity or community group.
Volunteer for your association, charity or community group.

©George Torok is co-author of Secrets of Power Marketing. He delivers motivational keynotes and practical workshops for corporations and associations on communication and thinking skills. He can be reached at 905-335-1997 Register for your free monthly tips at www.Torok.com



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