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10 Steps to Getting Paid for Your Marketing Materials

By Paulette Ensign

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by: **Paulette Ensign**

How many times have you heard the same sound bites come out of your mouth to your clients, prospects, and audiences, almost boring yourself to tears in the process? Imagine generating money directly from those sound bites, from those pearls of wisdom that effortlessly trip off your tongue. Yes, it is completely possible, and here's how to do it.

- 1.Capture those tidbits of information as soon as they come to mind. Jot them down in a notebook or get them into a Word document. They can be in a raw format, with just enough information to jog your thinking about what you mean. There will be time to refine them later.
- 2.Let a couple weeks go by, allowing most of the information to surface in your thoughts. It rarely happens by declaring two hours on a Thursday afternoon to sit at your computer to think of it all.
- 3.Refine and organize the tips. Divide them into categories and edit the text. Use a writing style similar to what you are reading here.
- 4.Be sure to include your contact details so readers can easily reach you. Add a brief section about your background so people will know your qualifications for presenting the information.
- 5.Hire a graphic designer to make the words look good on the page. Your completed product will be a tips booklet measuring about 3 ½ inches by 8 ½ inches when printed. The designer will create their part of the finished product as a PDF file.
- 6.Send the PDF file from your graphic designer to a printing company. Do an initial print run of 1,000 copies.
- 7.Think about who can benefit from using your booklet to promote their own product, service, or cause. Send them a sample of your booklet and a cover letter describing some of the ways they can

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increase their sales or further their cause by using your booklet as a promotional tool.

8. Consider corporations, associations, publications, and any other group that seems appropriate for the topic of your booklet. Reach out to as many of them as you can, on whatever budget of time and money you have available to you.

9. Realize that every time one of the large-quantity buyers sends out your booklet to promote their own product, service, or cause, they are also marketing your business. Your contact information in the booklet allows the reader to reach you directly.

10. Enjoy the expansion of your customer base and your checking account. You are now reaching a larger audience than you are likely to do single-handedly, thanks to the large-quantity buyers of your booklet. And you have been paid by your buyers to reach those new people.

Those sound bites you have been saying for years are now reaching far beyond your current clients, helping your buyers, their clients, and your own business. It doesn't get a lot better than getting paid for your marketing materials.

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Paulette Ensign has sold almost a million copies of her own tips booklet without spending a penny on advertising. For information on creating your own tips booklet and leveraging a booklet manuscript into other products, contact Paulette Ensign, Tips Products International 858-481-0890, San Diego, CA

Does Your Organization Need a Marketing Makeover? Take The Quiz!

By Deborah Ramstorf

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1. Does one of your employees "do the marketing" in his/her spare time?

Yes No

2. Have your customers pointed out spelling errors in your materials?

Yes No

3. Has it been more than 6 months since you read through your marketing materials or web site to check for out-of-date names, number, prices, photos?

Yes No

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4. Are you having a problem finding your web site on search engines?

Yes No

5. Have you added new products or services in the last 12 months?

Yes No

6. Have you run out of marketing ideas? Or the opposite, have too many ideas that don't get executed? Yes No

7. Are you satisfied with what your marketing dollars are producing?

Yes No

Scoring: Count up your number of yes responses.

0–1 Yes. You're doing great! Wise use of your marketing budget is producing the desired results.

2–3 Yes. Put more time and effort into marketing. While your budget may be tight, there are some economical ways to squeeze more out of your marketing dollars.

4+ Yes. Commit to being a marketing-driven company. There's some upfront planning involved, but in the long run, you'll have long-term customers.

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