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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!

Car marketing

By Ankesh Kothari

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Years ago, some one in the car industry had a stroke of genius. They came up with an idea of engraving their name on each and every car that comes out of their factories. This small idea has generated free publicity worth millions of dollars for these car companies over the years.

M.K. tried to adapt the car company's' idea for his business. M.K. was a general contractor. He used to go to houses and fix them up. He could handle everything from fixing tables to installing electrical lines to plumbing work. M.K. thought why should he advertise General motors instead of his own company? So he bought a customized magnetic sign for \$45.95 and stuck it on his truck.

Whenever he went to a house to work on it, he made it a point to park the car on the street instead of the highway. Many cars passing by would slow down and people would jot down M.K.'s number from the magnetic sign. The 46-dollar sign generated so much business for M.K. that he stopped buying ads in yellow pages and local newspapers saving him hundreds of dollars a year.

M.K. started asking people how they found out about him to track the results his advertising dollars generated and he found out that 70% of people had read his truck!

Action summary:

* Why promote a car company when you can promote your own company instead? Customized stickers and decals can be bought for as low as 15 dollars. Why not invest in them?

* Go one step ahead. Instead of promoting nike, wear shirts and caps that bear your company logo on them. This alone will run up more business for your company. Buy shirts for your employees too. When big companies like Comcast can do it, why can't you?

Ankesh Kothari publishes the Marketing Hotsheet 24 times a year, twice every month. Each hotsheet reveals 6 ***tried and tested*** profit making marketing tactics that you can use to build your business.
<http://www.MarketingHotsheet.com>

Creative Marketing

By Rudy Hiebert

Creative Marketing by Rudy Hiebert

Selling Our Family Car – A Marketing Opportunity

The more than ten year relationship with our favorite car ended today. It was a good ending because I could boast to the owner with pride and confidence why we were sad to see it go. It responded superbly to Amsoil Inc.'s synthetic lubricants and related car care products we used for the duration of more than 200,000 kms. It passed AirCare without adjustments, used moderately less fuel than comparable vehicles and showed off its shinny exterior due to its durable car polish shine.

Since I'm not a car salesman, I wouldn't think about a car as a selling tool for anything other than itself. I learned something new today in that regard. I could tell the new owner specific products that are in the car and the benefits of each. Amsoil Inc.'s product literature in addition to the service records made it easy to promote aspects of product application.

Either of us had a lot of spare time so the few minutes together at the insurance agent and exchanging the licenses plates gave opportunity to exchange opportunities to meet again.

More information on Amsoil can be seen at <http://www.lubedealer.com/hiebert>



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