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**Getting Lucky with Systematic Marketing**

**By Charlie Cook**

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In early-August, I got a call from Barbara at the Association of Management Consultants wanting to know whether I was interested in running a marketing workshop for their members. I asked how she had gotten my name; Barbara told me Jeff had referred me. When I mentioned that I had met Jeff over two years ago, Barbara said that I sure was lucky he still remembered me.

Luck had nothing to do with it. Jeff asked to be put on my mailing list after we met. He gets my weekly ezine, full of marketing ideas he can use. Over time, I've demonstrated my expertise to Jeff and he trusts me enough to refer me as a speaker.

Are you relying on luck to get people to remember you?

When Jeff had a need or when someone he knew wanted an expert in marketing, my name came to mind. Why? Because I have a SYSTEM for promoting my marketing products and services that helps people remember me when they have a need.

Do you have a system that generates a steady stream of clients?

Over the years I've perfected a marketing strategy that generates a steady stream of prospects, clients and income.

It is based on five core marketing principles and

associated marketing tactics.

Why use a marketing system?

When you have a system, each one of your marketing efforts works to support your other marketing efforts. Each action you take builds on the previous action. Your marketing is cumulative. In my case this means that each month, I have an additional thousand or more qualified prospects interested in my services and products.

What are some of the elements of a successful marketing system?

### 1. Attract Attention

Learn how to explain what you do so that people quickly see how you can help them. All you need is a one-sentence description of who you help and the solution you provide; a marketing message or elevator speech. Use it on your business card, in your brochures, on your web site and in your ads.

### 2. Establish Your Credibility

Provide proof of how well your services and products work. Testimonials describing results work well. Articles, case studies and helpful tips show people how you think and how you can solve their problems.

### 3. Prompt Qualified Prospects to Contact You

Use your free report, test drive, workshop, etc. to prompt prospects to give you their contact information. If they read your ezine, or visit your web site, give them a reason to tell you what they need and want so you can contact them.

### 4. Stay in Touch

Whether a prospect came to you as a result of an ad, referral, web search, or a mailing, regularly send them mail or email and demonstrate your expertise with ideas they can use.

### 5. Educate Your Target Market to Create Demand

One of the biggest barriers to sales is that your prospects don't know you, the range of your services you provide, or

why they need your products and services.

Prospects won't hire you if they don't understand the need or the benefit. Use your regular communication to educate prospects about the problems you solve and to create a perception of need on their part and then they will want to use your services.

Still waiting to get lucky with your marketing? Use a systematic approach to marketing your business and generate a steady and reliable stream of clients and customers.

### **Attract Good Fortune With Lucky Cats**

**By Jakob Jelling**

Lucky cats are traditional Asian items which represent good fortune and protection. Those who have lucky cats in their homes or working spaces will have their protection as well as the wealth benefits they attract. You can place lucky cats at any environment where you wish wealth to come.

Most of the times, there are two lucky cats represented together, one of them with its left paw up and the other with the right one up. The lucky cat raising its left paw is the one which specifically attracts wealth, while the lucky cat which raises the right paw is in charge of giving protection to those who keep it as well as to the income attracted by its partner.

The lucky cat which has its left paw up is depicted smiling. This smile is meant to invite good fortune and wealth to come to him and therefore to the place where he is. On the other hand, the lucky cat which raises the right paw shows a warning expression. This warning is what protects your income from any evil.

There are some indications you should take into account and follow regarding the place where your lucky cats will be. Ideally, they should be placed in the wealth area, at the southeast of the house or working space where they will be. If that is not possible, they should be placed in the northeast area.

If you wish to follow feng shui guidelines when placing your lucky cats, you should not only take into account the house area where you place them, but also the elements they contain. Therefore, if you will place your lucky cats in a metal area you should choose them made of metal, or if they will be in a fire area they should contain fire colors.

Lucky cats symbolize protection in all senses. They can see in the dark and protect you from what you might not be aware of. They would defend not only your income but also your house and all those who live in it. If you have them in your office, they will help you succeeding in your career as well as improving and protecting your income.

Jakob Jelling is the founder of

. Please visit his website and learn all the

feng shui tips you'll ever need!

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Triple Your Business In Three Ways  
What's The Difference Between Marketing And Advertising?  
THE "LUCKY TO HAVE A JOB" MYTH

All Christian Writings  
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