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The 5 Step Marketing Check List

By Wild Bill Montgomery

The 5 Step Marketing Check List by /"Wild Bill/" Montgomery

Marketing is sometimes referred to as the "refined art of persuasion". But actually, true marketing begins from the moment you decide to start your business. Marketing is the whole of everything you and your business communicate to your customers; past, present and future. Below is my version of a quick reference check to marketing your business.

- 1) Your Business
 - a) Name should be descriptive, brief and easy to remember.
 - b) Logo should plant an unforgettable image in people's minds.
 - c) Present an image of being down to earth, yet professional.
 - d) Operate your business with Passion, Honesty and Integrity.
- 2) Your Products and/or Services
 - a) Quality is the Key.
 - b) There has to be a Demand or Need.
 - c) Your Profit Margin must support your efforts and overhead.
 - d) Be Ready with Backend Products/Services.
- 3) Advertising
 - a) Advertising should be constant and consistent.
 - b) Set and stick to an advertising budget.
 - c) Research and Test your Advertising.
 - d) Get Free advertising in any "positive" manner available.
 - e) Try various media to target your audience.
 - f) Stick with Successful Campaigns.
- 4) Customer Relations
 - a) Provide Accessibility for the Customer.
 - b) Immediate and Decisive Action.

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- c) Be Courteous at all Times.
- d) Be Friendly and Personable.
- e) Consistent Trouble-Shooting Techniques.
- f) Explain Your Actions.

5) Follow Up

- a) Without Repeat Business, Your Business Dies.
- b) Build Confidence & Loyalty by Checking In with them.
- c) Send out Catalogs, Brochures or Circulars.
- d) Always have another Product or Service ready to go.
- e) Offer Discounts or Special Offers for repeat customers.
- f) Personalize Your Follow Up, They're Part of the Family Now.

This in no way come close to explaining the hows and whys of marketing. If you're getting ready to start a business, a business fledgling or an established Entrepreneur, consider the list above and examine how your business, product or service and customer relations are stacking up.

An Overview Of How To Create A Surefire Stream Of Prospects For Your Network Marketing

Business

By Roger Loh

Have you heard the saying, "Prospecting is the lifeblood of network marketing"?

Picture yourself having this "leaking bottle" and your objective is to fill it up with water to its brim.

Because there are holes in this bottle, when you start filling it up, some water will simply leak away. Thus, in order to achieve your objective, you must fill the bottle at a rate faster than the rate at which the water is leaking out.

You see, your network or downline organization is just like a "leaking bottle". Whether you like it or not, you have to realize that some of them are going to drop. So, in order to build your network, you must replenish your downline at a rate faster than the normal attrition rate.

Through my three years of network marketing experience, I have developed a simple 3-step strategy that creates a surefire stream of prospects for me:

1. Attend Networking Events Regularly 2. Create A List Of Names Daily 3. Contact Your Daily List Of Names

Step 1: Attend Networking Events Regularly

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First, attend networking events regularly. Why? It's because you need to replenish your name list which is most likely limited to a few dozen names.

Once you collected their contacts, add these names to your master name list that your upline or your network marketing company tells you to make when you first start out in your network marketing business.

Step 2: Create A List Of Names Daily

This is a daily list of names that you create from your master name list.

Each morning, I create a list of 10 prospects to contact. I use a simple notebook to write down the 10 names so that I can carry it in my pocket everywhere I go.

Step 3: Contact Your Daily List Of Names

Throughout the day, I will contact as many of these prospects either by phone or short message service (or sms).

Depending on my relationship with each of these names, I will "talk" to them accordingly. When I receive a response, warm up the relationship a little before asking for an appointment.

By doing this consistently, you will find that after a few weeks, you would have created a surefire stream of prospects for your network marketing business.

The full article, "How To Create A Surefire Stream Of Prospects For Your Network Marketing Business" is available for download at:

Roger Loh spent many years setting computer networks and is a network marketing and Internet marketing entrepreneur. Visit: [Blog \(Internet Marketing\)](#):

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