

When Sales Stop, Business Stops

How to Quickly Gain

Marketing Momentum



How To Quickly Gain Marketing Momentum In 2009



When Sales Stop, Business Stops!

So keeping your marketing engine humming along is kind of important. Let your foot off the gas for even a second and you could lose momentum. And that can be dangerous. Especially during these times of economic uncertainty.

Of course, you already know all this.

What you may not know though is the variety of marketing tools at your disposal. The rather large number of strategic methods to promote your business. And attract more clients, month after month.

So here's a list of marketing options and ideas to ponder.

This list is a great brainstorming and goal planning tool. It will help you identify any gaps you may have in your marketing approach. If you look carefully, you'll see some of the best ideas on this checklist are quite low in cost.

With so many business ideas and tools to choose from, where do you start?

- ✓ First, PRINT this checklist so you can actually put it to good use.
- ✓ Checkmark all the ideas you want to consider using in 2009.
- ✓ Then choose the **3 easiest ideas** to implement into your marketing approach.
- ✓ And then you can quickly narrow the list down to at least one actionable item.

The momentum starts, *the moment you do!* ☺

Strategic Positioning

- **Identify your target audience**
 - Who do you want to attract?
 - Describe the characteristics of your perfect customer (the more detail, the better!)
 - What do they want?
 - Why do they want it?
 - What are their needs?
 - What is their primary problem or frustration?
 - And how can you solve it?

- **What kind of image do you want to project to your ideal customer?**
(or more importantly, What kind of image will appeal to your ideal customers?)
 - Fun?
 - Loud?
 - Retro?
 - Kidsy?
 - Warm?
 - Casual?
 - Classic?
 - Trendy?
 - Exciting?
 - Friendly?
 - Corporate?
 - Whimsical?
 - Traditional?
 - Conservative?

Branding

- Choose a company or product name you want to brand into the minds of your customers
- Select a **typestyle** for your company name that matches the **image** you want to project
- Logo (for ideas and inspiration, visit <http://logopond.com/all/>)
- Color Scheme
- Tagline
- Unique Value Proposition

Printing *

Priority

Low Med High

- | | | | |
|--------------------------|--------------------------|--------------------------|-------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Business Cards (and holder) * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Brochures * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Portfolio * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Magnetic Business Cards * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Letterhead * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Envelopes * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Carbonless Business Forms * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Decals * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Stickers * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Product Labels * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Logo Labels * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Customer Loyalty Cards * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Membership Cards * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Envelope Stuffers * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Flyers * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | “Take One” Boxes * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Bumper Stickers * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Custom Rolodex Cards * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Magnetic Mini Calendar * |

- Door Knob Hangers *
- "Thank You" Post Cards *
- Giveaways / Ad Specialties *

Outdoor Signs *

Low Med High

- Aluminum *
- Wood *
- Plastic *
- High Strength Composite Panels *
- Lighted Sign Cabinet *
- Lighted Channel Letter *
- Electronic (LED) Message Center *
- Dimensional Letters *
- Metal Plaques *
- Sandwich Board Sidewalk Signs *
- Yard Signs *
- Custom Banners *
- Corporate Flag *

Interior Signs *

Low Med High

- Specialty Signs *
- Acrylic Plastic *
- Laser Engraved *
- Nametags *
- ADA (Braille) Signs *
- Point of Purchase Signage *
- Custom Posters *
- Poster Frames *
- Trade Show Signage *
- Retractable Banner Stands *
- Table-top banners *
- Custom Ceiling Tiles *
- Custom Printed Wallpaper *
- Floor Graphics Advertising *
- Digital Picture Frame *
- Full-Color Hanging Banners *
- Custom Logo Welcome Mat *

Storefront Window Lettering *

Low Med High

- Vinyl Lettering *
- Store Hours *
- Logos *
- Full-Color Graphics *
- One-Way, See Through Vinyl Graphics *
- Removable Suction Cup Signs *
- Static Cling *

Company Vehicle Lettering *

Low Med High

- Vinyl Lettering *
- Decals *
- Full-color Graphics *
- Window Lettering *
- One-Way, See Through Window Graphics *
- Car Toppers *
- Custom License Tags *
- Magnetic Signs for Car, Truck or Van *

Corporate Apparel (screen printed & embroidered) *

Low Med High

- Shirts *
- Hats *
- Jackets *

Local (offline) Marketing

Low Med High

- Telephone Greeting
- On-Hold Advertising
- Strategic Referral Marketing Systems
- Yellow Pages
- Direct Mail
- Billboards
- Press Releases
- Newspaper
- Radio
- TV
- Local “Shoppers”
- Bus Advertising
- Bus benches
- Magazine
- Telemarketing
- Cold Calling
- Chamber of Commerce
- Lead organizations

Internet Marketing

Low Med High

- | | | | |
|--------------------------|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Website design * |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Website content |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Shopping Cart |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Visitor Tracking |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Conversion Testing |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Google Maps |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | SEO content |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Lead Capture forms |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Geo-Targeting |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Auto Responders |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Follow-Up Sequence |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Newsletters |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | E-mail broadcasts |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Blog |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Forum |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Social networking |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Articles |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Internet Press Release |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Strategic Alliances |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Linking Partners |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Product Info Guide |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Bonuses |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Product Videos |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Informative, educational and entertaining videos |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Whacky video to create a buzz! |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Photo Gallery |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Live Webinars |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Podcasts |

* These products and services are available from www.SignsRus.com

Need More Sales Next Month?

Just add 1 or 2 more marketing ideas!

And you'll quickly gain momentum.

By the end of the year, you could have an arsenal of 12-24 additional marketing tools.

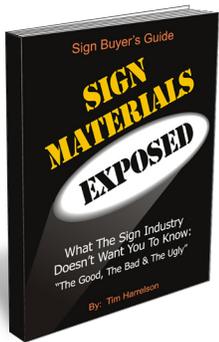
All working in tandem with one another – now that's momentum!

Once your business has the momentum you need, you can put your marketing on cruise control for awhile. And maybe even take that cruise vacation that's probably long overdue!

Free Bonuses

Yes, practically everyone likes getting something for free. Especially when that something has real value. Inside these special reports, you'll discover valuable information. Information that can help you avoid making expensive sign mistakes. And give your business a sharper, competitive edge for years to come.

I've also included marketing reports exclusively designed for small businesses. One of these reports actually turned my thinking about marketing **upside down!** This key insight made a profound difference in my own small business. I hope it does the same for you too.



[Download](#)
["Sign Materials Exposed"](#)

Why Do Sign Companies Only Tell You The "Good Stuff" About Signs?

How can you make an informed decision with only half the facts? This Sign Buyer's Guide will open your eyes with insider information never before revealed.

You'll see "*the good, the bad & the ugly*" about all the popular sign materials. Armed with this knowledge, you'll be able to confidently decide which type of sign material is best suited to meet your unique, individual needs.

A **\$29.95 value**, download your own copy of the [Sign Buyer's Guide](#) free for a limited time, with our compliments.



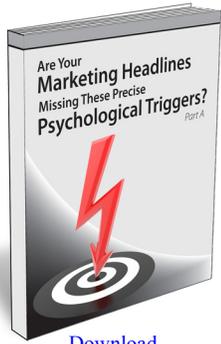
[Download](#)
["12 Secrets of Highly Effective Sign Design"](#)

Is Your Signage Missing These Critical Components That Grab Customers Off The Street?

Do you really understand what makes one sign attract attention while others remain virtually invisible? How much business will you continue to lose if your signs fail to get noticed or spark consumer interest? Not knowing these *simple*, yet profoundly important secrets may very well be costing you more ongoing business than you realize.

Once you discover the "[12 Secrets of Highly Effective Sign Design](#)", you can use this knowledge to dramatically enhance the effectiveness of all your custom business signage.

A **\$49.95 value**, these "[12 Secrets](#)" are available free, for a very limited time. You can download a save a copy to your computer right now.



[Download](#)
"Marketing Headline Report"

Are Your Marketing Headlines Missing These Precise Psychological Triggers?

How to write compelling headlines that will grab your clients' attention every time.

"Why should I care about writing headlines?", you ask. Headlines aren't just for newspapers and *CNN Headline News* anymore. You can put the power of headlines to use right away in all of your marketing pieces including your website, brochures, advertisements, e-mail correspondence and yes, *even your signs*.

If you download only one report, this is it. A \$59.95 value, these secrets to writing [Attention Grabbing Headlines](#) are available free, with our compliments!



[Download](#)
"Biggest Marketing Problem"

Are Your Business Solutions Your BIGGEST Marketing Problem?

Sales and marketing professionals are often taught to emphasize the features, benefits and solutions their product or service provides. But how and when should you address your clients' most pressing problems?

This eye-opening report turned my thinking about marketing **upside down**. And it's yours now just for the [clicking](#). So clickity clack and e-mail me back with your feedback. I'd love to hear from you!

Warm regards from the south,

A handwritten signature in blue ink that reads "Tim".

Tim Harrelson
CEO

www.signsRus.com
1-800-899-6272

P.S.

Forwarding your favorite report to other business professionals you know is a thoughtful gesture. They'll be grateful you cared enough to take a moment and send it to them!