



KRIN.COM MUNICATIONS

From John Kumpunen on Wednesday, 9:47 a.m.

217+ Ways to Market Your Services

— *Not all will apply to your business, but the rule of thumb is that you should select and activate at least 30 tactics and double or triple your business, the list should give you ideas and if you need help, call John 1-800-535-4999.*

- 30-day MBG
- 800-number
- Advertisement 70% page dominant
- Advertorial — local newspaper stories
- Affiliates network
- Airplane lettering
- Alternatives elimination
- Application marketing
- Appointment notice
- Attention words
- Audio cassette
- Audio file on internet
- Audio flyer
- Automated order placement
- Autopilot sites
- Autoresponder e-mailer
- Autoresponder to new web pages
- Backend marketing
- Best Customers last minute
- Better than money back
- Bribe offers
- Brochure — slim jim
- Bulletin boards internet
- Bulletin boards public places
- Bus Card Brochure
- Business card
- Business only mail
- Calendar of events on the web
- Cart signs
- Case history
- Catalogue in print
- Catalogue on the web
- CD multimedia presentation
- Chat line for web site
- Classified ad
- Coasters —
- Coloring pages
- Company vehicle ads
- Complimentary tickets
- Consumer drop-off flyers
- Contest
- Corporate/Business philosophy
- Coupons
- Course
- Credit advertising
- Dealer demonstration
- Decision making matrix
- Demo version
- Differentiation
- Differentiators -- hard
- Differentiators -- soft
- Dimensional mailers
- Direct mail
- Direct response rates-- ask
- Display ad
- Dotted coupon
- Easy Response
- e-book
- Electronic bulletin board
- e-mail address
- Emotional Involment Marketing
- Enthusiasm
- Envelope ads
- e-zine
- Fax back sheets
- Fax bulk distribution
- Fax on demand
- Fear elimination



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- Feature article in trade press
- Flash Book
- Flash demo
- Flood lights, air plane search lights
- Focus of Dissatisfaction
- Folder
- Fraser listing
- Free riders
- Free trial
- Gateway pages
- Guarantee
- Hard Offer / Soft offer
- Headlines
- Hot Market
- How to Ad
- How to audio
- How to sheets
- How to video
- In-store video
- Internet Classifieds
- Internet video
- Internet WEB page
- Internet Yellow pages
- Jingle = internet + radio
- Join organizations clubs
- Letter campaign
- Letterhead
- List Benefits -- rank benefits
- Live demonstrations
- Local cable TV ad/show
- Local newspaper ad
- Local newspaper write-up
- Local radio
- Local television
- Logo
- Made in State/Prov listing
- Magazine corporate
- Magazine insert
- Magnetic sticker
- Mailer-Service insert VAL-Pak
- Manual
- Map
- Market bulletin boards
- Marketing plan
- Menu ads
- Mini billboard
- Mousepad
- Music video
- Network referrals
- News groups
- Newsletter
- Online live order
- Order fulfillment time
- PDF book / booklet
- Pens, Mugs
- Personnel dress uniform
- Point of purchase display
- Portfolio -- web | print
- Positional outline
- Post card w/ bc cutout
- Posters
- Press releases
- Pricing psychology
- Private labelling
- Product questionnaires
- Professional listing
- Promotional gift
- Public Film
- Publish a booklet
- Quantum lifestyle
- Radio show
- Recommend cards
- Recorded message
- Regular contact
- Remanant Sapce
- Repackaging
- Reply card service
- Research questionnaire
- Resource listings on site
- Results tracking
- Retail chains
- Roadside sign



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Rotasign	Transit sign
Sales counter stand	Tuesday night random draw
Sales state CONCERNS	Tutorials internet, video, etc.
Sales state IMPLEMENTATION	Undersell
Sales state NEEDS	Urgency
Sales state OPTIONS	Video cassette
Sales state REFILL	Video on CD DVD
Sales video	Video on internet
Sampling	Viral audio
Scott's Directory listing	Viral cartoon
Second channel	Viral movie
Sell Distributor to market	Voice mail
Semi-display ad	Web questionnaire
Seminar	Web site
SEO - search engine optimization	Web site email list
SEO - search engine marketing	Web site product pages
Shoulder Patch	Web site slide show
Side rider bonus (bribe)	White page listing
Slim Jim	Wholesale accounts
Soft Offer / Hard Offer	"Win this" pop-up window
Space ads	Write a Book
Sponsorship	Write an expert article
Store announcement	Writing Engineers vs. Artsy
Store interior sign	Yellow page listing
Store window sign	You-writing
Student / Senior discounts	
Submission ranks	
Tabloid newspaper / co-op publish	
Teach a course	
Tear sheet	
Telephone sticker	
Telephone style	
Television commercial	
Television show	
Tested selling sentences	
Testimonial letters	
Testimonial video internet	
Thanks you notes + referrals	
Trade magazine article	
Trade show	
Transit booth ad	