

Marketing Check List

Your Personal Marketing Check List:
Do You Have...

- ❑ Quality business cards with a call to action (free catalog or consultation)
- ❑ Target market or markets definition
- ❑ 30-Second Commercial
- ❑ One-Sheet description of your services and the benefits you offer
- ❑ Mini-catalogs to leave with prospects and customers
- ❑ Web Site - that tells and sells
- ❑ Self-promotions using a creative promotional product
- ❑ A permission based email list.
- ❑ Voice mail with a professional message
- ❑ Referral and alliance partners
- ❑ The “right” questions to ask prospects and customers
- ❑ Good networking skills and venues
- ❑ A consistent image (colors, message) on all your marketing materials