

FIRST, START AT THE BOTTOM OF THE STAIRCASE WITH SUSPECTS

A suspect is anyone in your trading area who could buy from you but doesn't know about you yet—at least not consciously and actively.

What is the best way of contacting suspects? Fortunately, there are hundreds of types of media that could reach your suspects. Since you don't have an unlimited marketing budget, you must prioritize your media into phases. You'll learn about each phase in order. Right now we are focusing on phase one.

In phase one, you'll learn how to choose only one market, select the most effective media and create an irresistible message. Plus, you'll learn how to create a direct mailer that works.

In phase two, you'll learn the how to create powerful business cards, direct mailers and 3-D interactive mailers.

In phase three, you'll learn about mass media, free Internet media and paid Internet media.

