**Marketing Tools Checklist**

**Before You Start!**

***You MUST identify your target base first!***

The easiest way of identifying your target base is to grab your local business directory (the Chambers of Commerce Directory is perfect) and collecting names and details of the business owners including emails.

For example, you decide that this week, you will target health professionals – in particular opticians. Use the directory to identify all opticians. If their email address and business address isn’t listed, you can ring and ask for these details, or you can simply Google them. If you are still having no luck, you can try [www.manta.com](http://www.manta.com/) to find the business owners names.

Sometimes, the only way to find the name of the business owner is simply to call them. There are no monsters on the other end of the phone – most businesses are only too happy to help.

You can also use [www.superpages.com](http://www.superpages.com/)  , [www.yell.com](http://www.yell.com/) and [www.switchboard.com](http://www.switchboard.com/) to find business details. Your library website will have a detailed company list which is ideal for direct mail.

Dun and Bradstreet’s Million Dollar Database is perfect for generating lists for you and is super easy to use. Just ask the librarian to help you. You can also try the Book of Lists and the Business Journal in your local area.

Once you have your information – categorize the businesses by type and add to a simple spreadsheet for later.

***Social Media: LinkedIn***

***Benefits:***

* Professional and helps build your credibility online
* Easy to connect with your target audience
* Easy to find work here
* Jobs always being posted on LinkedIn with many freelance positions paying top dollars
* Outperforms job auction sites
* No gatekeepers to worry about
* Connecting with decision makers

***Tips for LinkedIn***

* Create a professional profile on LinkedIn
* Ask friends and business owners you know to write a recommendation for you
* Start connecting with businesses
* If you have no connections – sneaky tactic: go to fiverr.com and look for LinkedIn gigs – you can usually find someone offering connections here
* Identify groups in LinkedIn which are relevant to your niche
* Join the groups and sign up for their daily digests
* Good general ones are:
  + Advertising copywriting
  + Copywriters beat
  + Job and career network
  + The freelance network
  + copywriter

***Postcard Marketing – Benefits:***

* Relatively low cost
* Can send to targeted leads
* Funky cards stand out among junk mail
* Deliver good return on investment
* Can prove to be stealth marketing weapons

***Ways To Use Postcards***

* As lead generation tools – place a report on your website which would be of use to the target market and entice prospects into signing up to your list – audio and video is far more valuable, but nonetheless great stuff. So a powerful headline and call to action as minimum
* Generate fast cash with special offers targeted to your leads
* Great introduction to foot-in-the-door offers
* Use to say thank you and connect with customers with come-back offers
* Offer marketing advice and tips via postcard to establish trust and credibility…with an offer to optin for a free newsletter

***Resources:***

* DIY – use [www.vistaprint.com](http://www.vistaprint.com) for free cards
* Postcardbuilder.com
* Amazingmail.com
* [www.royalmail.com/doortodoor](http://www.royalmail.com/doortodoor)
* <http://www.theeasyleadfinder.com/>
* [PlacesScout](http://www.warriorforum.com/warrior-special-offers-forum/425925-1-software-choice-offline-local-search-engine-optimization-professionals-automate-your-business-make-more.html)
* [GPSCRAPER](http://www.warriorforum.com/warrior-special-offers-forum/324236-gpscraper-c-hottest-google-places-tool-around-invest-your-business-today.html)

**Direct Mail - Overview**

* Great way to introduce yourself to a company
* Overall good response rate
* Time consuming and costly to implement
* No guarantee it will be opened

***Tips for Direct Mail***

* Don’t buy or rent a list from a list provider – instead go to ebay and search on use this search term: mailing list
* You can buy lists from ebay for under $20, or even under $10
* If your targeting academia – there is a mailing list of all academia on ebay too
* You can also rent business lists from the Chambers of Commerce, but be warned it is expensive – you can use the directory instead
* Use Easy Lead Finder or even yell.com for a cost effective way to find leads
* Google Chrome has an add on called [‘Email Hunter’](http://en.kioskea.net/download/download-2201-atomic-email-hunter)  - its very easy to install and it can grab email addresses from any webpage – so ideal if you are looking through directory listings
* Stick with a plain, white envelope
* Use stamps and not electronic postmarks
* Always handwritten
* Lumpy mail packages can work wonders e.g. pen, magnet, compass etc but tie it in with a strong marketing message – e.g. Magnet – Are YOU attracting the right customers?
* One page sales letters can work very well plus a leaflet of your services – DON’T put your price on anything! Remember every project is unique!

***Chambers of Commerce Networking Events – Benefits:***

* Super-effective way of garnering work
* Leads are already warm – they are there to be sold to
* Quick way to fill your diary
* Usually have monthly meetings in a speed-dating format
* Also do lunch meetings

***Tips for Networking Events***

* Use lead generation strategies for this method – so a business card or postcard with an offer to download free stuff from your website
* Can use a printed book or report as a lead generation tool – we will discuss this in detail in week 4
* Develop your elevator pitch – this is a sentence which sums up what you do and the end benefit you have to offer your prospect:
  + I help business owners attract better leads and boost their bottom line by creating high-impact marketing materials which resonate with their prospects, turning them into eager buyers!
  + NEVER tell them what you are…always answer with your elevator pitch!
* When swapping business cards, always get person’s name and personal email if its not on their card (some companies hand out general company cards, you want their exact name and email/phone) and make a note of it on their card
  + When you go home, follow up with an email immediately thanking them for opportunity to talk with them and that you hope they enjoyed the networking event
  + Try and get a conversation going – at this stage it’s to help build a rapport with a potential client
  + Add them to your list and start with regular newsletters – at least one every two weeks or so (wait at least a week before sending)
  + Email them again a week later with a special introductory offer
* Week four will have an advanced technique to use when prospecting at Chamber and business events ☺

***Creative Agencies***

* Can sign up for agencies either online or offline
* [http://www.greatbusinessletters.co.uk](http://www.greatbusinessletters.co.uk/) for ideas of how to write a letter
* Offline is slow and could be intercepted by gatekeepers…but you would send:
  + Cover letter with direct call to action
  + Presentation pack
    - Brochure
    - Resume (relevant to position)
    - List of clients
    - Samples
    - 2 business cards
* Online is faster, cheaper and easier!
* You would simply send your resume, email as a cover letter with relevant link to your site and your online portfolio
* Use LinkedIn to find head decision makers at agencies

***Newsletters***

* Excellent way to establish your credibility
* Add business owners to your list
* Pre-load your autoresponder with weekly marketing tips
* DO NOT pitch in every newsletter – instead save it for every third or fourth newsletter
* Don’t send out more than once a week or it’s too much

**Autoresponders Which Cost Nothing:**

* <http://autosenders.com/> - very basic but easy to use and does the job
* [http://mailchimp.com](http://mailchimp.com/) free for upto 2000 subscribers which should be more than enough for your needs – has templates for creating newsletters
* <http://www.listwire.com/index.php> includes a HTML editor to make easy newsletters and can handle 10,000 subscribers

**Other Resources:**

**Press releases:** sign up for this FREE ebook with a TON of FREE press release samples you can model your own on: <http://www.press-release-writing.com/press-release-template/>

**Covering Letter:** <http://jobsearch.about.com/od/coverlettersamples/a/coverlettsample.htm> lots of samples here for you to go through and have a look