

Thank you for downloading this **FREE** report from...

Why Most Local Business Marketing Sucks!

Just by following the simple, proven, advice within these digital pages many, many, small, medium, and large, offline businesses have seen a dramatic increases in traffic, sales, and, most importantly, **PROFITS!**

Don't Let YOUR Business Lose These Profits?

(Read the following pages then put this coupon to use...*fast!*)



Coupon for Local Blue Water Area Michigan Businesses Only!

32.5% OFF!

Use this coupon to slash a HUGE 32.5% OFF our initial business-building visit!



Step 1. To multiply your business profits complete the simple form at [this page...](#) **Go >>>**

Code 91110

www.StClairExchange.com

This information was created for informational purposes only

[Find out why 'most local business marketing sucks >>>](#)

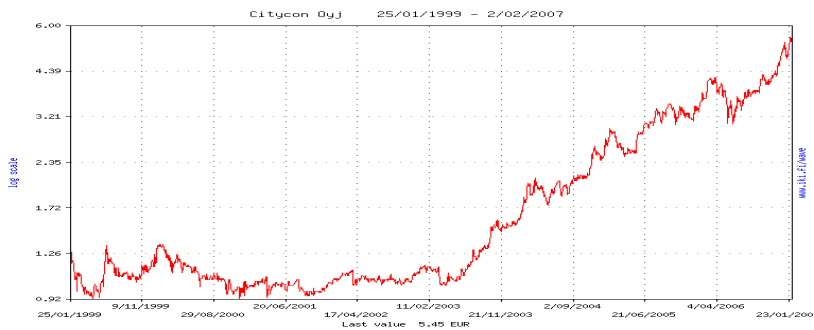


“3 Killer Tips You Can Use TODAY To *BLAST* Your Business Profits Sky High!”



Compliments of Matthew Doehring

www.StClairExchange.com
www.GutNuts.com



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Congratulations!

You're unique! You realize your sales suck and you want to do something about it. Most small business owners whine, complain, and blame everyone and everything else when sales hit a wall. But not you...

First thing, I need to point out a couple of things...

Yes, this is a free publication but **the value is priceless!** If you choose to ignore the information in this document then you do so at your own risk.

The choice is now yours - you can sit back, do nothing to increase your business sales and **die a slow humiliating death** OR you can incorporate the ideas in this document (and in my brain) and watch your business **spit gravel on the competition!** (Imagine, you leaving a business empire to your children and grandchildren.)

As I said, the choice is yours.

Understand the intent of this publication is to pry open your glazed over eyes to the numerous and unbelievably powerful (but low cost) marketing techniques you can use **right now** to explode profits in your small business!

You can continue to run the same stupid albeit sometimes pretty money-sucking advertisements in your local newspaper and shopper giveaways or you can use my techniques, **make money**, and, believe it or not, **actually know** which of your advertisements **make cash** or bring in new customers.

The tips in this report you can use now, not next month or year, to bring in happy-as-hell customers to your store and fatten your assets instantly. If you dare to criticize any of the ideas below **WITHOUT** even trying them I will not hesitate to kick your stubborn butt if we ever meet.



**Change your advertising...
Change Your Life!**

And know this - the techniques below work for any business that requires customers and clients; restaurants, convenience stores, heating & cooling, home repair, gift shops, car dealers, car garages, insurance sales, real estate, dentist, doctors, whatever. It doesn't matter - if your business needs more customers and more sales these techniques will work. Period.

Oh, and just because Ms. Polly down at the flower shop or Mr. Greasy's auto garage won't use these ideas doesn't mean they don't work. It just means Ms. Polly and Mr. Greasy are ignorant. Or lazy. Or stupid. Or all three.

Now the question I'm most often asked after business owners read this report is...

“These ideas are great but this ain't for me. I don't know anything about marketing and I don't think I can do this. ”

My response...

BULLCRAP!

Unless you're brain dead, if you study this report and the resources I've given you at and actually **PUT THE IDEAS INTO ACTION** you will profit – **GUARANTEED!**

SCEX Resource Page: <http://www.GutNuts.com>

And another thing...

Keep this in mind - The tips below are **just a small lick** of the thousands of ways to increase your business instantly. Personally, my brain is always churning idea butter when it comes to increasing small business sales. Is yours? For your sake, it better be.



So many businesses go belly-up. Do you have the 'stones' to do what it takes to put your business on the map?

I have to be honest, when I see a small local business close up shop I get angry **and** sympathetic.

I get angry with the shop owners for allowing it to happen but yet, I feel sympathy because as they slam their doors shut for the final time I know there's a damn good chance their dreams have just been flushed down the proverbial toilet.

But you know, it doesn't have to be this way **IF** you remember this important fact...

You may have the best service or the greatest products on God's green earth but it doesn't mean a damn thing **IF you don't have customers flocking to your business. Your first and most important job as a business owner is to MARKET YOUR BUSINESS!**

Do Not Ever Forget This!

In this report we'll hold off on how to use social networking sites to increase your business. We'll save that **mega-powerful** stuff for a separate report. Here we'll touch on simple **but damn effective ways** to pack your store now. Let's scroll down and begin...

Tip #1

At the very least, **CAPTURE the **FULL NAME, ADDRESS, PHONE NUMBER, AND EMAIL ADDRESS** of **EVERY CUSTOMER or POTENTIAL CUSTOMER** that walks through your door!**

It blows my mind how few businesses actually do this. Yet this simple act, when done right, can transform a business bleeding money and sucking swamp water to a prosperous, bustling, business nibbling Beluga caviar and sipping Dom Perignon!

REPLACE THIS BOX IN THE SHIPPER WITH THE COMPLETED ORDER FORM ON TOP BE SURE TO MAKE ONLY ONE FOOT IMPRESSION PER EACH SIDE OF BOX

FILL OUT ORDER FORM COMPLETELY (PLEASE PRINT)

Name John Q. Public

Name of Wearer (if different) _____

Address 123 Anystreet State _____ Zip _____

City Anytown Date _____

Telephone 123-555-1212 Brand _____

Mens Womens - Shoe Size _____

Insole Type: Full Length of Shoe 3/4 Length of Shoe

Shoe Style: (Circle One) Athletic / Work _____

Are you currently or have you previously worn shoes that enhance performance and provide support? Yes No (Customers should see a licensee)

You **MUST capture the contact information of **EVERYONE** that walks through your business doors!**

Think about it – a customer walks through your doors obviously interested in your product or service. Perhaps they're not ready to smack their cash on your counter and buy just yet but, at least, they are interested. **This is a good thing!**

Even if these potential customers make it damn clear they're 'just looking', wander around for a bit, then leave it can still be a very good thing **IF** you **capture their contact information!**

But what do most businesses do when non-buyers (and buyers for that matter) leave their store?

Absolutely Freaking Nothing!

Oh, the employees (or you, the owner) may flash them a smile and wish them a good day but that's it. That prospect, and his delicious cash, is long gone. **Perhaps forever!**

But what if...

What if you 'captured' those non-buyers **FULL NAME, ADDRESS, PHONE NUMBER, AND EMAIL ADDRESS?**

And if you're really sharp as a tack... their **OCCUPATION, BIRTHDAY and/or ANNIVERSARY DATE?**

You're probably thinking 'Yeah, but what could I do with such information?'

Now you just got me excited. Let's see...

- You could email them (or postal mail with a post card) a '25% off' coupon that same day as a 'thank you' for visiting your store!
- You could email (or postal mail with a post card) them once a week with your weekly specials.
- You could email (or postal mail with a post card) them when new products arrive or, if you own a restaurant, when you place new items on your menu.

- You could email (or postal mail with a post card) them on their Birthday or Anniversary with a special deal. If you own a restaurant business, **this concept rocks** - as you will soon see below.

Look, in this hyper-fast era of email, instant and text messaging people are pleasantly surprised when they receive an interesting and rewarding piece of 'snail mail'. Sometimes it just feels good to touch something real and 'non-virtual'.

Are you catching what I'm pitching? Yes? Great, on we go...

Ok, here's one example on how you can use this technique to win some customers...

Let's pretend you, a savvy restaurant owner, were smart and captured a potential customer's contact information including their birthday. Being the biz whiz you are, you realize as you review your customer database...

"Hot Damn! It's Frank Weinersnitzel's 50th Birthday!"

So you print off and send to them a special coupon, with an expiration date 3 weeks out, to get **50% off their meal!** (Of course, this method works great for Wedding anniversaries too.)

I know what you're thinking...

'I can't afford to do this; I'm barely staying alive now!'

Oh, my poor, ignorant, soon-to-be-out-of-business, friend. Yup, you may just break even on this deal or, God forbid, lose a few pennies. No doubt about it, it may just happen.

But, for Cricket's sake, you gained a customer! And the good will and repeat business you will receive from this customer with this one coupon is **mind-boggling!** Not to mention very wallet fattening. **Don't underestimate it!**

And guess what?

When we as human beings find or experience a great deal... **we can't wait to spill our guts to others!**

Here's an example close to my home...

A local Port Huron (that's Michigan) restaurant – Cheap Charlies – uses the above concept to a point but **they don't advertise it well enough!**

Their policy is simple – if it's your birthday, you get your meal at the percent off of your Birthday. My dad took my mom there for her 70th Birthday and 'stole' her meal for 70% off what everyone else was paying. They told me about it and I took my wife there for her birthday. And you guessed it - I promptly told my friends about this deal too.



Call me stupid but I think this is a great deal and marketing strategy by Cheap Charlies - worthy of letting all their current and potential customers know about it! But you know what?

Remember your customer's special days with a postcard... and make a fortune!

Unless I missed it, Cheap Charlies doesn't know who their current customers are because they do **NOT** capture their customers contact information. But despite this huge flaw, they still seem to be doing a good business because of their atypical 'out of the box' promotions (and good food). Think of the business they would do **IF** they had a mailing list of all their satisfied customers and actually used it.

Now look, even though the last few paragraphs were for those in the restaurant business don't think for one stinkin' minute that because you're not in the restaurant business this strategy doesn't apply to your business.

I don't care if you sell toilet seats, insurance, houses, shoes, houses, underwear, dishwashers, TV's, whatever. No matter what your business is you will profit by capturing your customer's (or potential customers) relevant **CONTACT INFORMATION** and keeping them informed of your businesses event and specials.

You agree with me right? I heard you mumble 'yes' so let's learn...

...How To Get People To Volunteer Their Contact Information.

It really isn't that hard...

1.) Bribe them. Nothing works like a good ole fashion bribe to get people to cough up their contact information.

Use your business contacts to obtain some high-perceived value gifts for a buck or two and bribe visitors to your store to share their contact information. If you have no such business contacts hit your nearest dollar store and invest in some high-perceived value gifts for a buck each! Or go online to <http://www.VistaPrint.com> and pick up a few items cheap.



If you can, offer gifts that 'fit' or match your business. If you can't, don't sweat it.

IMPORTANT: Humans have a helluva time refusing something free. If you don't believe me go to Sam's Club or Costco on a Saturday and watch the hog fest around grandma as she is handing out the free teaser food.

Bribe prospects to give up their contact information!



2.) Offer A Discount! Here's a simple but effective script you can use for people who enter your place of business.

Give your prospects a fat discount in exchange for their personal information!

"Thanks for coming in. We would like to keep you informed of all the special deals we have going. If you join our VIP mailing list you get 25% off anything you purchase today. We will also send you a coupon for 15% off any future purchase."

Now if you or your staff are sweating bullets about approaching and saying the above script don't fear; simply modify and print the above script onto the top of a contact form.

Now all you or your employees need to do is smile, say 'Hello' and hand people the contact form. (Sample below)

>>> SAMPLE <<<

Thanks For Visiting [Name of your business here].

Join our private VIP mailing list and **you will be informed first** of all special upcoming deals. Many of these money-saving deals are for VIP's only.

And get this...

If you complete this simple contact form you will get **25% off** anything you purchase today. We will also send you a coupon for **15% off** any future purchase. Complete this form now:

First Name: _____ Last Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____

Email Address: _____

Thank You For Visiting [Name of your business here].

Important! The above contact form is just a rough sample. Adjust it however you want but remember this...

...you **must** give the person a good reason (or bribe) for giving you his/her contact information!

3.) Raffle or Giveaway – Offer a raffle or drawing for a free gift that appeal to your customer's interests.

Here's the important part - Once you have selected a winner, send out an email **announcing that winner** so that your customers know it is the real deal.



**Raffles and Giveaways
work great for gathering
contact information!**

Include a special coupon for non-winners but be sure the coupon has a not-to-distant **expiration date!** (Example; in bold type – ‘**due to overwhelming response, this offer can only be honored until March 3 20__!**’)

Note: Perhaps the response is not overwhelming yet but your customers don't need to know that. Make them feel that they are missing out on something special if they don't act on your offer. ‘**Fear of Loss**’ is a great motivator!

4.) Ezine or Newsletter – If you have the time and discipline, consider sending a weekly or monthly email Ezine (electronic magazine) or newsletter related to your industry. Do this right and you will soon become a mini-celebrity in your field. **This is huge!**

Fact is, once you become a recognized expert in your business watch people flock to your business. (Read [Rich Schefren's work](#) on [becoming a 'maven'](#). It's good stuff!)



Start a FREE newsletter and share your knowledge with hungry prospects. They'll eat it up!

Let's pretend you sell imported and domestic wines; consider sending out a monthly newsletter discussing a particular wine every month or different wineries and vineyards located in various parts of the world. Certainly some of your customers would find such information valuable and would be interested in your expert opinion. (Read more about this in the ‘**Bonus**’ section below.)

KEY POINT: Remember this... it's a lot easier, less expensive, and more profitable to market your products to current satisfied customers.

And as you just learned, capturing customer information is easy, inexpensive, and unbelievably effective. Soon you will realize that your **CUSTOMER MAILING LIST** is your businesses **most valuable asset!**

If you don't have a clue how to put together a good direct response campaign to gain targeted, money-waving, customers then I urge you to review the SCEX resources at <http://www.GutNuts.com>.

Newsletter Resources:

- <http://www.howtowriteanewsletter.com/>
- <http://www.enewsletterbook.com>
- <http://www.writingthatsells.com/class.html>

Tip #2

Make every advertisement you run a **direct response ad!**

What is a 'direct response' ad? Simple...

“Advertising through mainstream advertising media that encourages **direct, measurable, action** from the audience. For example, request for an order, a request for more information, a request for a sales visit, etc...”

In other words, no matter if you're running a TV, radio, newspaper, direct mail, etc... advertisement campaign there must be a specific and measurable '**call to action**'! A reason to respond **right now!**



When I say specific I mean you can leave **NO DOUBT** as to **what you want** the man, woman, or child digesting your ad to do.

When I say measurable I mean you must be able to track the results of that ad to see if it made your business money.

So no more wimpy, dollar-sucking advertisements like the one below...

Call Paul's Plumbing For High Quality Parts And Service.

“We have 80 years experience fixing pipes.”

Blah, blah, blah, blah, blah

Open Monday through Saturday 7:00am to 5:00pm
Call us at 1-800-555-5555 now for a FREE estimate.

Tell me, unless Paul was my brother-in-law, what would inspire me to call this company if I needed my pipes fixed? Sure, I might if I was desperate, or if Paul was recommended to me but the ad itself does nothing to get me to pick up the phone and call. In other words, a waste of good cash.

Compare that to this...

>>> Time Sensitive Coupon <<<

**32% OFF Any Plumbing Repair or Purchase
And Installation Of Hot Water Heater!**

But you must act fast; this coupon is for the first 31 callers only. Work must be scheduled on or before Wednesday February 14th 3:30 PM.

Don't Wait! Call 1-800-555-5555 Now!

Mention Coupon Code TH82710 to receive 32% discount!

Certified * Insured * Efficient * Honest

Remember Paul's Promise – "If You're Not Satisfied You Pay Nothing!"

Do you see the difference?

The first advertisement is reflective of **95% of the ad trash** ran in today's media. It does nothing to inspire customers, make you more sales or increase profits. Keep this very important point always alive in mind. Your customers, like yourself, are always asking themselves....

What's In It For Me NOW?

Yes, it's nice that a company has 80 years experience, or is family owned, or is debt free, or is ISO certified, but people always want to know **what's in for them right now!**

Don't ever forget...

You only have seconds to capture a person's attention with your advertisement – don't waste it talking about YOU – use it to tell them what you will do for them!

Ok, admittedly, the second advertisement above (which took me about 3 ½ minutes to write) is not the best but has a specific call to action, a deadline to meet, and a code (TH82710) to measure the results of the advertisement.



Want to increase profits? Then you MUST TRACK LIKE A BLOODHOUND the results of EACH advertisement you run!

This code is essential and can be any format that works for you. The above code – TH82710 – tells me the ad was placed in the Times Herald on 8/27/2010. Don't over complicate this.

Now, each ad you run or each post card you mail or each email you send must have a code to track where your business is coming from. Got it? **Great!**

Now when a customer calls to request service simply **ask for the Coupon Code**. Once given, you just track your sales against that code. If a customer does not have a Coupon Code **recommend strongly** that they join your VIP mailing list to receive future money-saving codes.

Once you begin tracking the success (or failures) of your advertisements you will begin to know what works and what doesn't – saving you a fortune in advertisement cost.

It's simple mathematics, really. Say the advertisement you ran in the local Times Herald newspaper cost \$100 and you receive 8 new customers and \$1100 in profits from the ad. **That ad is a huge success!** Run the damn thing again and forever **until the profits stop coming**.

If the advertisement cost \$100 to run and you made \$100 profit – tweak the ad for better response and run it again. But remember, even if you break even in dollars (or lose a little) and capture potential customers – **the ad is still a winner!**)

Think Long Term!

You now have the customer's contact information so you can sell to them over and over and over and over.....

If, after a few tests, the ad is a complete failure - so what - trash can it and start again.

Remember, with direct response advertisements and code tracking you will instantly know whether your ads are working. Continue to run the ads that make money and/or capture potential customers, stop the ones that don't.

IMPORTANT: Each ad in EACH publication needs a separate tracking code. Once you test your ads and find a winner you can place the same advertisement in The Times Herald, Shopper, Target, and Penny Pincher but make sure EACH tracking code is different. This way you can track which publication has the best 'return on investment' (ROI).



If you don't have a clue how to put together a good direct response message to gain targeted, money-waving, customers then investigate the quality resources at <http://www.GutNuts.com> Or contact me direct at the [StClairExchange.com](http://www.StClairExchange.com) website.

Direct Response SCEX Resources: <http://www.GutNuts.com>

Tip #3

Know Who Your Customers Are... And Market To Them!

In Michigan, deer hunting is a huge industry. Come October guys pack up their bows, their rifles, their muzzle-loaders, their beer, and head out to the deep woods to search and destroy the mighty whitetail deer.

Many (smart) hunters I know will hang up salt blocks and/or carrots in their 'territory' 2-3 weeks in advance of hunting season to bait their prey. The plan is to have the deer accustomed or in the habit of returning to their territory daily in search of more bait. Then, once opening day of hunting rolls around, the hunter simply needs to wait for the deer to come and - **BAM** - lights out.

Regardless of your thoughts on the ethics of baiting or hunting in general, small business owners need to learn a valuable lesson from hunters.



Use the right bait for the right prey... and watch your bank account swell right before your eyes!

The lesson is simple – you must provide the proper bait (advertisement) for the prey (customers/clients) you wish to attract. If our hunter friends lay out cheeseburgers and chocolate cake for bait they may attract a few dozen coons' and black bear but the chances of attracting deer would be slim.

The same goes for your advertising – you can't sell Ford Mustangs very well in the Real Estate section of the newspaper. You can't sell diamond rings in Michigan Outdoor Magazine.

Attempting to sell Metallica CDs on WSAQ Country radio would be stupid. Sure, you may get lucky and make an occasional sale but you'll probably declare bankruptcy first.

If you want your advertisement to be successful you absolutely must know who your customers are. If you don't know who your customers are – **find out fast!**

To do this using **Tip #1** above is vital. Either you or your employees must begin creating a database of your customers and prospective customers. Yes, names, mailing address, and email address are extremely important but so are gender, age, birthdays, anniversaries, occupations, income, etc....

Fact is, the more information you can discover about the people who walk through your doors the better you can customize your advertisements and mailings exclusively for them. And let me tell you, once you have a good solid database of your people the sky is the limit.

Think about it, you're a restaurant owner and your database reveals that 40% of your lunch customers work at the local ABC factory. Wouldn't it be cool to send them a cheap postcard announcing a special ½ Off Dinner Deal for ABC Factory Employees only? I'll bet a few bucks that not only will they use the coupon but bring a friend or family member, too.

Can you get a whiff on how a nice database of your customers can benefit your bottom line? Please say yes.

Oh, and if you think you 'can't afford' giving customers a ½ off deal or some other discount – swallow this...

“...studies show that, on average, if you can get a customer to enter your business door 4 times with no negative issues you will have this customer for life....”

Of course, if you screw something up in a big way you can kiss them goodbye but that won't happen, right?

Bottom line: Get customers/clients in your door 4 times and treat them well. They and their money will keep coming back to you.

Now I know what you're thinking – I need business now and creating a sizable database to make money is going to take some time. And guess what? You're right, it will.

But once collecting and using this data becomes part of your business policy **you will never regret it**. No longer will your advertising communications be sent out to the general public – they will be sent directly to **YOUR** friends, your extended family. It may sound a bit cornballish I know but who cares, **it's profitable!**



And here's the really good news...

Did you know there are companies out there that will compile all types of mailing lists for you? These people are good. Damn good.

For example, I went to <http://www.InfoUsa.com> and created a 'practice' mailing list of people with the following criteria:

Residence: Port Huron, Michigan or within a 25 mile radius

Estimated income: \$25,000 - \$120,000

Adult Gender: Male

Marital Status: Married

Houses With Children: Yes

Ages of Children: 0 to 16

Ethnicity/Religion: English

House Value: Under \$25,000 to \$249,000

Mortgage Indicator: Only houses with mortgages

Mortgage Interest Rate Per year: 7% to 19%

Mail Order Purchases: Past 3 Years

Number Of Credit Card Accounts: 1-5

I found 1346 people who fell under the simple criteria above. You can **expand or narrow the criteria greatly** and get the exact list of people you want. Once you have your list you can create a powerful high-impact direct response mailing specific to them and make big bucks!

Does it cost a few shekels to buy a list? Yes it does. Prices will range from about .06 cents a person to .20 cents a person depending on how specific you want the list. And you need to factor in postage.

But tell me you see the potential here? If not, there's something wrong with you. The awesome power of direct response advertisement mixed with a good list of customers and prospects is breathtaking.

No matter what media you decide to use to get your message out; newspaper, postal, TV, radio, flyer, whatever... a direct response message will earn you **a lot** more dollars than the sorry ads almost every other business runs.

Remember, if you're clueless how to put together a good direct response message to gain targeted, money-waving, study the resources I have compiled at <http://www.GutNuts.com>. Or contact me at: StClairExchange.com

Mailing List Resources:

www.DataDialogMarketing.com

www.infousa.com

www.usadata.com

See all the SCEX resources at: <http://www.GutNuts.com>

Bonus!

Use Publicity As Free Advertising!



Write an article for your local paper – and become mini-celebrity!

FREE Publicity is a great way to reach a whole lot of people with a limited budget. The key is to have a message that is **newsworthy** and able to **promote your field of expertise!**

So how do you, a business owner, **get FREE publicity?**

Let's look at a few different ways...

Write a Regular Column For The Local Rag – Whether in a newspaper, magazine, ezine, offline newsletter, a regular column is a great way to establish you as an **expert in your field**. It may even earn you minor celebrity status. (Read [Rich Schefren's work](#) on becoming a '*maven*'.) And with every column you write you can forward a copy to your clients and prospects.

Write an Article For The Local Rag – Articles can be anything from a short essay on a topic to a feature article in a magazine, newspaper, ezine, newsletter, you name it. If your business is wine and spirits, write an informative article about wine and spirits from different parts of the world. If you own an auto repair shop, write an article on how to keep your car in tip top shape. If you own a hobby shop, write an article on the history of model trains.

Get the idea? Its simple stuff really; write about a subject which you are an expert (or even somewhat knowledgeable) about.

And don't forget - get your article reprints in front of your customer's! You'll be amazed at how much it helps the selling process by adding proof to your persuasion. (Article marketing is a great way to get your products in **front of the masses**. Here's a great resource to [dominate article marketing >>>](#))

Keep in mind that newspapers, magazines, tabloids, and all other publications, digital or print, are **hungry for news!** Give them news to fill their pages and please their readers and they will not mind if you squeeze in a small amount of subtle promotion for your business.



Issue a Press Release – This idea isn't original but it still works. The key is to make sure your press release is a **newsworthy event**.

Get FREE publicity for your business with FREE press releases!

For example, perhaps your business has taken on a new product line to better serve your customers. This may be considered a newsworthy event **IF** the newspaper believes it will benefit their readers. If your press release reads like an advertisement the newspaper probably will not print it. It all depends on your target audience and the publication(s). (See '89 reasons to send a press release' and the link to '**How To Write A Press Release**' below.)

Key point worth repeating: Editors run press releases **only** if they think there is news in it for their readers.

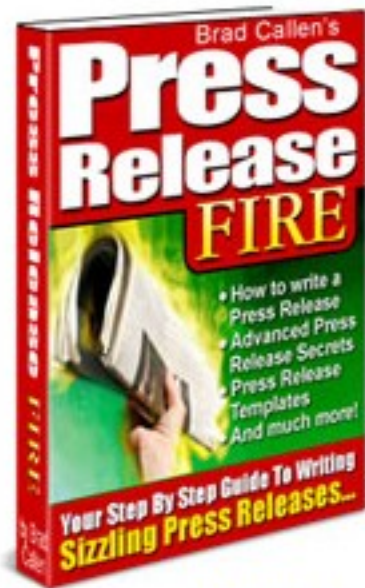
89 Reasons To Send A Press Release

1. Accomplishments
2. Alliance with another organization
3. Anniversary (Issue 8)
4. Annual report
5. Appearances at major events
6. Appointment to a board or committee
7. Articles by or about you (Issue 6, 7, 8, 11, 13, 14)
8. Awards you are receiving (Issue 9)
9. Books you have written (Issue 7)
10. Books you are mentioned in (Issue 13)
11. Community classes you are sponsoring

12. Company birthday
13. Contest you are sponsoring (Issue 3)
14. Contributions to charities, donations, scholarships (Issue 2)
15. Controversial topic, where you stand
16. Death of major figure in your organization
17. Debates
18. Employee trips
19. Expanded facilities
20. Expanded hours
21. E-zine you are starting (Issue 6)
22. Free classes
23. Free demonstrations
24. Free information at your website
25. Free offer
26. Free samples (Issue 2)
27. Fund-raising kick-off
28. Fund-raising report
29. Fund-raising goal
30. Grant you are giving
31. Grant you are receiving
32. Guest speaker you are hosting
33. Holiday events or programs
34. Holiday you are declaring (Issue 8, 14)
35. Hostile takeover
36. Incorporation
37. Industry awards or commendations
38. Industry groups you are joining
39. Industry programs in which you are participating
40. Job change
41. Land purchase
42. Lawsuit you have filed or settled
43. Mergers and acquisitions
44. Move into new market
45. Name change
46. New address
47. New contract
48. New employees (Issue 4)
49. New contracts, clients, customers
50. New products or services
51. Newsletter you are starting (Issue 8)



52. Official announcement
53. Open house
54. Partnerships or strategic business alliances
55. Patents
56. Poll you have taken (Issue 11)
57. Predictions
58. Proclamations
59. Product recall
60. Public issues, where you stand
61. Public service announcements on radio/TV
62. Public stock offering
63. Publications
64. Radio show appearances (Issue 2, 9, 10, 11, 16, 17)
65. Rallies
66. Real estate transaction
67. Recruitment and retention strategies (Issues 14, 17)
68. Re-locations
69. Research you are conducting, or results (Issue 2)
70. Retirement
71. Sales promotions (Issue 15)
72. Services for handicapped
73. Speaking engagement
74. Special events (Issues 4, 14, 17)
75. Sponsorships (Issue 4)
76. Strike
77. Survey you have taken (Issue 11)
78. Tie-in with upcoming holidays
79. Tours of your company
80. Trade show where you are exhibiting (Issue 9, 15, 16, 17)
81. Trends you are seeing (Issue 10)
82. Training seminars or other programs you attend
83. TV show appearance (Issue 2, 10, 11, 15, 17)
84. Weather-related event (Issue 13)
85. Website, or new service online (Issue 3)
86. White paper or manuscript you have written (Issue 10)
87. Workshop or seminar you are presenting
88. Workshop or seminar you are attending
89. Visit by celebrity or public figure



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Press Release Resources:

How To Write A Press Release

http://www.ehow.com/how_8793_write-press-release.html

[How To Write A Press Release](#) [Press Release Fire](#)

Blogs, Podcasts, etc. – Everyone has a blog now days. **Most are useless!** But if you create an entertaining and informative blog and encourage your customers to read and participate you will have an excellent (and FREE) marketing tool.

Blog Building Resources:

<http://www.blogger.com>

<http://www.typepad.com>

<http://www.moveabletype.com>

<http://www.wordpress.com>

Additional Blog Resources:

How To Create A Successful Blog

http://wehow.ehow.com/how_2002743_create-successful-blog.html

Building A Blog Empire For Profit

<http://www.blogs-for-profit.com>

Check out all the resources at: <http://www.GutNuts.com>

The ideas above are just the very tip of the massive free publicity iceberg. There are thousands if not millions of ways to gain free publicity if you do a little research and a bit of brainstorming.

Remember, if you're clueless how to put together a good direct response message to gain targeted, money-waving, customers then study the resources at <http://www.GutNuts.com>. Or contact me direct at www.StClairExchange.com

In Closing. . .

It's your business. Are you satisfied with your sales? Are you heel-kicking happy with your profits? If your answer is a resounding **'NO'** then you would be a complete, incompetent fool **NOT** to do something different, right? Imagine – your place of business packed, wall to wall, with hungry customers anxious as hell to slap their cash in your hand in exchange for your goods and then watching these same satisfied customers coming back again and again and again.

I'm telling you this right now – by capturing the contact and personal information of each customer and potential customer interested in your business and then **CORRECTLY** using direct response advertising to communicate with them will give you a **drastically unfair edge over your competition!**



Be smart! Do **NOT** close this document without studying the resources at: <http://www.GutNuts.com>.

At this site are some of the best books you will ever need to **explode your business profits** and give you and your family the **financial security** you've only dreamed of.

Final thought...

I mentioned the paragraph below once before near the beginning of this report. I'm listing it again now because of its importance. Do not ignore this message – **your success depends on it!**

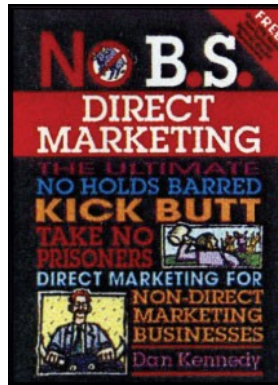
You may have the best service or the greatest products on God's green earth but it doesn't mean a damn thing IF you don't have customers flocking to your business. Your first and most important job as a business owner is to MARKET YOUR BUSINESS!

Do Not Ever Forget This!

Note: This report and all information and references within it are for informational purposes only and not meant to replace legal and/or trained

professionals. You have the right to give this report away or sell it but you do **NOT** have the right to alter the contents in any way.

I highly recommend these...
([Very cheap at Amazon >>>](#))



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Code
91110

Step 1. To multiply your business profits complete the simple form at [this page...](#)

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