

PRODUCT AND SERVICE DELIVERY

Define Your Customer Needs

- Price
- Materials
- Level of Service
- Accessibility
- Frequency

Describe the Benefits

- Marketing Message
- Testimonials
- Personal Relevance
- Expertise/Skills
- Problem Solution
- Competitive Advant.

Identify your Target Market

- Demographics
- Challenges
- Goals
- Niche Development
- Business Market

PRODUCT AND SERVICE COMMUNICATION

Traditional Marketing

- Advertising (local)
- Advertising (TV/Radio)
- Ask for Referrals
- Association / Trade
- Barter Groups
- Billboards
- Catalogs (print)
- Cold Calling
- Continuing Education
- Direct Mail
- Flyers/Posters
- Free Trial / Consult
- Fundraising / Auctions
- Gift Certificates
- On-Hold Messages
- Leadership Roles
- Mastermind Groups
- Networking
- Newsletter (paper)
- Packaging
- Personal Development
- Piggy-back Mailing
- Press Kits
- Public Relations
- Pro-bono Clients
- Referral Thank You
- Sample/Demo
- Signage (bldg./car)
- Speaking/Seminars
- Sponsorships
- Strategic Alliance /COI
- Tradeshows
- Telemarketing
- Uniforms
- Voice Messages
- Volunteering
- Yellow/White Pages

On-line Marketing

- Advertising/ Sponsor
- Affiliate Marketing
- Auto-responders
- Back links
- Blogs
- Chat rooms / Hangouts
- Content other sites
- Contest/Sweepstakes
- Database / CRM
- E-book
- Email Signature
- E-zine
- Group Discussion/ Q&A
- Joint Ventures
- List Building
- Interviews
- Pay Per Click
- Podcasting
- Press Release
- Radio show
- RSS Feeds
- Search Engine (SEO)
- Shopping Cart
- Social Media
 - Facebook
 - Linked In
 - Google Plus
 - Twitter
 - Pinterest
 - Instagram
- Surveys / Polls
- Testimonials
- Videos
- Vlogs
- Webinars / Teleseminars
- Website
- Writing/Publishing

Create a Personal Brand

- Persona / Essence
- Skills/Talents
- Business Cards
- Stationary
- Brochures
- Language Style
- Attraction
- Confidence
- Logo/Slogan
- Elevator Pitch
- Personal Worth
- Value Beliefs

CUSTOMER LOYALTY

- Exceed Expect.
- Birthdays
- Anniversaries (onset)
- Consistency
- Educate on all products and services
- Cards/Gifts
- Information Value
- Create VIP Group
- Define 'magic moments'
- Offer Upgrades
- Offer Contracts
- Product of the mth
- Ask them back
- Book next visit now
- Referral Rewards
- Accept Trade-ins
- Offer in-store credit
- Holiday Campaigns
- Develop allies
- Promotional Gifts