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Grab hold and let M.E. Tribby take you for the marketing ride of your life toward **massive increases in sales** as you discover ...

## **12 Proven Ways to Create Explosive Growth for Your Business THIS YEAR**

... and how to spend **next to nothing** to do it!

"Let me introduce you to one of today's most brilliant marketing magicians as she shares how she's managed to skyrocket profits 500% and MORE, virtually overnight at company after company after company.

If you're a business owner looking for innovative, inexpensive, solidly proven ways to explode your profits and customer base RIGHT NOW, then timing couldn't be better for you to **read this important message below.**"

- Vic Conant

Dear Friend,

In today's world, there's absolutely no reason why you shouldn't be making money hand over fist.

That's right - in *today's* world.

Think about it:

Never before have there been so many different ways to push your product to market ...

Never before have you had so much access to so many potential customers ...

Never before have you been able to get so much exposure at so little cost ...

In other words ... if you know what you're doing and you do it right, never before has it been so incredibly easy to:

- FIND your ideal customers,
- SELL them your product in record-breaking quantities, and
- PERSUADE them to tell other people to buy it, too - by the hundreds, thousands, even by the *millions*.

The golden fruits of this new era - **a tidal wave of cash pouring into your business from a dozen different directions** - are yours to start enjoying as soon as you want to ...

### **And ONE PERSON Can Show You HOW ...**

Like you and me, MaryEllen Tribby is out there every day working to get a product she loves and believes in into the hands of the folks who need it most - and turn a healthy profit in the process.

She cut her teeth 25 years ago in the high-pressure New York publishing world, running

divisions and raking in profits at Forbes, Times Mirror Magazines, and Crain's New York Business.

From there she moved on to Weiss Research, where, as president, she led the company **from \$11 million in sales to \$67 million in just 12 months.**

As CEO of her last company, Early to Rise, she helped grow the business **from \$8 million in sales to \$26 million in just 15 months.**

Along the way she's also consulted for and advised hundreds of businesses and entrepreneurs across the country and around the world - including Nightingale-Conant!

All in all, her personal, hand-crafted marketing strategies and tactics have generated **MORE THAN \$650 million in sales** for her employers and clients.

And now, with this **unparalleled marketing playbook** in hand, she's moved on to her next big adventure: her own business, started ground-up from scratch and already outpacing her (extremely high) expectations.

When I first heard MaryEllen speak, I was dumbstruck. She was generating tens of thousands of new customers and millions of dollars using strategies I'd never even considered!

After listening to her for just 20 minutes, I knew that not only did we need to incorporate her brilliant marketing methods into *our* company - we also needed to get them into the hands of our great customers.

Wherever you are on the journey toward profitability, MaryEllen has been there too. She knows what it takes to sell huge amounts of product and generate off-the-charts profits.

She also knows that what she's done in her businesses, YOU can do in yours - faster, cheaper, easier, and with more outrageous results than you can even imagine.

It's a simple matter of putting into practice ...

## **The NEW RULES of Low-Cost, High-Profit Marketing**

It wasn't that long ago that we had just a handful of ways to reach potential customers. TV, radio, print in a few different forms. That was about it.

Today, the number of marketing channels has expanded exponentially. Email, websites, blogs, Facebook, Twitter, RSS feeds, text messaging, webinars, teleconferencing ... the list goes on, with more popping up every day.

But it's not just a question of "more" and "different."

The emergence of these new channels has completely transformed the way customers interact with marketing messages across all media. The direct mail letter, radio spot, or space ad that worked gangbusters even five years ago would be dead in the water today.

**Some marketers are so intimidated by these new realities, they ignore them completely**, sticking with the channels they're used to and hanging on for dear life to their old tried-and-true strategies.

(I think of them as this generation's answer to the old buggy-makers, who clung to their dying trade instead of learning new skills because they were convinced that the automobile would never "catch on.")

**Others make the mistake of abandoning fundamental marketing principles in the face of so much newness** - and wind up falling flat on their faces.

(I wish I had a dime for every offensive banner ad and TV commercial out there, created by a misguided marketer who equates "edgy" with "insulting.")

But the business owners and entrepreneurs who are thriving, growing, and getting rich in this "brave new world" of marketing - and believe me, there are PLENTY of them — have found a **THIRD WAY**.

They've figured out how to ...

**MASTER** the timeless principles of profitable marketing that have been tested, refined, and proven over decades ...

**ADAPT** those principles to the changing landscape and unique dynamic of the 21st century marketplace, and ...

**LEVERAGE** them via a "**multi-channel**" **marketing strategy** that enables them to promote their product across a range of traditional and new outlets, including:

- **Online Marketing** - Websites, email, text ads, banner and pay-per-click (PPC) ads, search engine optimization (SEO) ... the Internet is the true promised land for marketers, with infinite opportunities to target, attract, communicate, dialog, and SELL, SELL, SELL. The profit potential is staggering ... but if you want to cash in, you've got to be in the game.
- **Social Media** - Facebook and Twitter are just the tip of this massive iceberg of opportunity - and deep pockets are NOT required. All you need is time and a few simple, savvy strategies to profit hugely (and in more ways than one) from this incredibly exciting new phenomenon.
- **The New Telemarketing Model** - Once the "ugly stepsister" of the marketing world, it's now a million-dollar baby for those who learn how to work this exciting channel.
- **Direct Mail** - Even in the age of email, it's still the king - and it's FAR easier and more accessible than most marketers think, with sky-high potential for profits and file building.
- **Print Advertising** - Too often overlooked, misunderstood, or dismissed altogether, but a vein of gold when tapped correctly.
- **Television and Radio** - Millions of eyeballs and ears, all fixated on YOUR product. If you create a spot that works, it can be a total game-changer for you.
- **Joint Ventures and Affiliate Marketing** - Others do the selling; YOU rake in the profits. It's a beautiful thing!

... and even MORE, so they're getting an astronomical return on their investment of capital and creativity.

The beauty of this multi-channel marketing approach is twofold.

First of all, multi-channel marketing allows you to get the maximum bang for your investment buck.

With a little know-how, you can use the elements that generate results in one campaign over and over again in other channels. Today's winning email headline becomes tomorrow's blockbuster website banner ad becomes next year's million-dollar radio spot.

**It's like getting paid over and over for work you've already done!**

But even better, a multi-channel strategy gives you protection from the market ups and downs you can't control.

If results in one channel start to sag - because of seasonality, trends, global events, or simple fatigue - you have plenty of income from other sources to keep you healthy, profitable, and thriving.

**It frees you from constant worry over what might happen next and where the dollars will come from.**

And THAT frees you to focus your energy and creativity where it belongs: on growing your business and keeping your customers happy.

Launching smart campaigns in even two or three channels will increase your profits, expand your customer base, and build your bottom line significantly.

But activate a few more and soon you'll ...

## **Have Cash Flowing into Your Business from So Many Directions, No Downturn Can Ever Touch You Again**

I can personally attest to the remarkable power (and surprising simplicity) of MaryEllen Tribby's multi-channel marketing strategies. And now she's handing all of these strategies over to YOU in her Nightingale-Conant audio program *Channels of Profit: 12 Easy Ways to Make Millions for Yourself and Your Business*.

In *Channels of Profit*, MaryEllen gives you **everything she's learned, tested, tweaked, retested, perfected, and used to generate more than \$650 million (and counting)** for her businesses, her clients, and herself in 12 of today's most exciting and lucrative marketing channels ...

... From the "brave new world" of the Internet

... to familiar but changing media like mail, print, TV, and radio

... to underutilized and extremely profitable marketing avenues you may never have considered.

**If you're CURRENTLY marketing through any of the channels covered in *Channels of Profit***, MaryEllen will show you how to revamp your campaigns so they're fresh, tight, powerful, and generating sales and new customers at a level you've never seen.

**If there are marketing channels you HAVEN'T explored yet**, she'll show you, step by step and detail by detail, how to get in cheap and market smart, and start profiting immediately.

Yes: IMMEDIATELY. Because in today's world, *that's* how fast you see results.

**Yes, I want to generate an avalanche of cash, customers, and  
buzz for my business - fast, cheap, and easily!  
I can try it for 30 Days - for JUST \$1!**

### **Multi-Channel Marketing Success Story #1:**

#### **A simple email leads to multimillion-dollar entrepreneurial success**

Dr. David Keller was a family practice physician and consultant to a health publishing company who was looking for a better way to communicate with its customers and help them take charge of their health.

Email seemed like the fastest and most cost-effective way to achieve this goal. So he developed **a simple, low-cost email campaign** to keep customers informed and create a forum in which he could answer their questions and concerns.

Everyone who received his emails loved them. And as a result, today Dr. Keller owns his own multimillion-dollar online publishing business, connecting his subscribers with the health products and services that empower them to lead vibrant, energetic lives.

**YOU Can Do It Too!**

**Find out how in Session 2 of *Channels of Profit***

## **Don't Run from Today's New Marketing Opportunities - MASTER Them**

There's no getting around the fact that if you want to grow and profit in today's marketplace, you need to be marketing online. The good news is, no channel offers so much return for so little risk.

In *Channels of Profit*, MaryEllen will show you how to get a handle on the massive potential of the Internet, zero in on the opportunities that hold the most potential for your business, and start cashing in on them NOW, including:

- **WEB NOVICES TAKE NOTE!** Why your online success has nothing to do with the Internet
- **The one marketing tool that's a necessity today, not an option.** The sooner you start using this gem, the better. And the *better* you do it, the bigger the payoff - in customers, profits, reorders, and referrals. She'll tell you how to get it up and running, and bringing in cash fast.
- **How to create irresistible Internet ads.** Online ads are cheap, fast, and packed with potential. Text, banner, insert, endorsed, PPC - MaryEllen defines and simplifies the vast and expanding universe of ad types and tells you how to craft them and where to place them so that you get people clicking by the millions.
- **10 unbeatable secrets to an explosive direct response email campaign -even on a shoestring.** A promotional email can transform your business overnight ... or flop miserably. These 10 factors are what make the difference. From how long your copy should be, to what your bullets should say, to the campaign element that's more important than any other, MaryEllen tells you exactly how to turn simple email sends into a cash-generating machine.
- **The 6 golden email intros.** In the history of direct response marketing, six leads for letters have dominated. Kick off your copy with any one of them, and the chances of it succeeding will skyrocket.
- **A ZERO-COST way to ignite a firestorm of buzz across the Web.** (Tim Ferriss went from being an unknown writer to a *New York Times* bestselling author, all thanks to THIS secret. You can easily do exactly what he did with your product - and there's no reason why you won't experience just as explosive an outcome. MaryEllen will tell you how.)
- **Get your site to the top of the Google results page!** Lots of businesses sell what you sell. Search engine optimization (SEO) is how you make sure people find YOUR website instead of theirs. The better-optimized your site, the higher your ranking on search engines like Google, Yahoo, and Bing, and the more visitors and buyers you'll get. MaryEllen gives you the A-to-Z of good SEO so you can quickly and easily optimize your site for instant, dramatic results.
- **How to make pay-per-click ads PAY.** The Internet's answer to Yellow Pages ads, PPCs offer you instant results and infinite opportunities to test, change, and refine your messaging. She'll give you the dos and don'ts of this exciting ad form.
- **The single most effective way** to establish, defend, or boost your company's CREDIBILITY. (Don't underestimate your need for this! In our era of corporate scandal and consumer mistrust, it's more important than ever.)
- Get an **IMMEDIATE SPIKE in your site traffic and buying activity.** These three easy-to-implement tactics will do the trick.
- **The well-intentioned mistake** that brought Wal-Mart's social media effort to its knees. (Don't let it happen to you!)
- **Could your website be ALL WRONG for your business?** There are three main types of sites, and knowing which one is the right one for you is critical to your ecommerce

success. The wrong site/product match can have disastrous results.

- **The list rental mistake** you'll be tempted to make - and why you **MUST** resist
- **The WILDLY EFFECTIVE ONLINE STRATEGY** small companies are using to level the playing field and edge out their bigger competitors. (It makes you look "important" in the eyes of potential customers and automatically increases their trust and confidence in you. And it's SO EASY!)
- **A "forgotten" but extremely cash-rich market** - and the incredibly easy and FREE way for you to reach it
- The **MIRACLE TECHNOLOGY** that can put your name and ideas in front of millions of potential customers regularly and automatically - every single day. (And you don't need to know a thing about "technology" to use it!)
- **A perfectly legitimate reason** someone might not buy from you online - and the easiest way to remove it. (As a consumer yourself, you know what a huge concern privacy is. This simple step will make people much more comfortable purchasing from you!)
- **And MORE!**

#### **Multi-Channel Marketing Success Story #2:**

#### **From unpublished unknown to literary stardom, courtesy of the Internet**

Tim Ferriss was an unknown writer with a manuscript no publisher wanted to look at.

But Tim believed in his book. So instead of abandoning it, he devised **an easy and completely FREE two-part strategy** for generating buzz about it on the Internet.

The strategy worked. The buzz about Tim's book was huge, leading to appearances on TV talk shows, speaking engagements at live events, and massive publicity. Today, Tim is a celebrated author, and the second edition of that same "un-publishable" book hit #1 on the New York Times bestseller list.

**YOU Can Do It Too!**

**Find out how in Session 4 of *Channels of Profit***

## **Mine the 'Acres of Diamonds' You're Sitting on Right NOW**

The advent of online marketing hasn't killed traditional media channels such as direct mail, print, radio, and television. On the contrary, they're stronger than ever for you - when you know what you're doing!

In *Channels of Profit*, MaryEllen will tell you how these channels have changed, how they haven't, and what you can do to generate more customers and cash from them than ever before by engaging "old media" in creative and innovative ways you may never have thought of, including:

- **How to capitalize** on the one technology 100% of your potential customers have mastered
- **The fast, cheap, easy way** for you to bond with your customers
- How to turn **one hour's worth of work** into a reliable \$13K-a-month income stream
- **The MARKETING GOLDMINE you're missing out on.** In the cell phone age, this once-maligned channel has had a top-down makeover. MaryEllen will tell you how to quickly establish it as a respectable and HUGELY profitable part of your business that actually

makes your customers happier with you. (And did I mention it COSTS ALMOST NOTHING to get it off the ground and generating cash?)

- **Your entire business right in your pocket!** Here's how ...
- **The businesses that are most ripe** for a telemarketing revenue bonanza. (Just about anyone will profit from a telemarketing campaign. But if you're in one of THESE, it's a channel you'd be CRAZY to ignore ... a cash avalanche is a sure thing.)
- **What to do within the FIRST 60 SECONDS** of a phone call that will make the customer on the other end putty in your hands
- **The 10 telemarketing mistakes MaryEllen has made** - revealed here so YOU don't make them
- **Is telemarketing NOT for you?** Take this into consideration before taking action
- The undisputed king of direct response marketing. Fast, cheap, safe, and with the potential to grow your business and profits almost overnight, there's nothing quite like it. **If you aren't marketing through *this* channel, you need to start NOW!**
- A blockbuster direct mail campaign in **7 EASY steps**
- The too-often neglected element that can **double the response to your marketing piece, or kill it** (and how to make sure it does the first)
- **Will your offer work?** Run it through MaryEllen's "10 TEST RULE" *before* launching, and you'll know for sure.
- **What's really going to make a prospect** buy your product? (Hint: it's *not* your product!)
- **Massive brand exposure** - yours practically FREE
- **The FATAL MISTAKE** many marketers make when it comes to print advertising. (But if you do it right, it will become one of the simplest, strongest, most reliable income sources you've got!)
- **The RED FLAG of print publications.** If you see this, pull your ads and dollars out immediately.
- Are you getting a **good ad rate** ... or being taken for a ride? This simple formula will tell you instantly.
- **The little-known secret to getting prime print real estate at a rock-bottom price.** MaryEllen used it herself, and instead of spending \$10K on a space ad and taking a bath, she spent a tiny fraction of that - and got a **347% ROI!** Here's what you do ...
- **The #1 reason why space ads fail** - it's not what you think! (Bad copy? Nope. Bad placement? Uh-uh. It's the simplest step of all, yet even savvy marketers overlook it all the time. Don't make the same mistake when it's so easily avoided.)
- **A quick-and-dirty way** to test your copy on the cheap before you commit real ad dollars. (You'll have results within hours, and if they're not what you'd hoped for, you haven't lost a thing.)
- **Get paid over and over again for work you've ALREADY done.** MaryEllen's "slice and dice" approach is the key.
- **The amazing Super Bowl ad story** that might change your mind about the potential of TV as a viable marketing channel for you
- **The one UNFORGIVABLE SIN** in a television ad. (If you're considering venturing into television, you need to know about this. It will kill your spot's chances of success. And it's not what you think!)
- **Will your product sell on TV?** Answer these 3 easy questions and you'll know for sure. (If you can't answer yes to all of them, this channel isn't worth your time or money. If you can, you're golden. And MaryEllen will give you her proven guidelines for creating TV

spots that generate big-time dollars - including MAGIC AD LENGTH for getting your audience to eat out of your hand ... and the MAGIC PRICE POINT that will make your product irresistible.)

- **7 steps to a highly profitable radio campaign.** The dollars-and-cents results radio can deliver rival that of its more "glamorous" media counterpart - and you can do it cheaper, faster, with more testing opportunities and less risk.
- **How to choose the right partners and avoid the wrong ones.** A partnership can make you or break you, so you need to proceed with caution and care. The guidelines MaryEllen uses when evaluating potential partners have never failed her ... in fact, they've led her to some of her greatest successes ... and they're yours for the taking!
- The 4W/1H guide to successful event planning. Approached and executed correctly, live events can be **phenomenal money-makers**. This is how ...
- **A disaster-prevention checklist:** Running a live event? Make sure you've got these bases covered, and you'll have a fun, problem-free, and PROFITABLE day.
- **PR dos and don'ts.** PR is an important part of any overall marketing strategy. But forget the time and money wasters that a lot of businesses get sucked into. Follow these strategies instead and get tons of publicity without risk or expense.
- **Want to start a PR firestorm?** Find this one thing in your business, and then get it into these people's hands.
- **How to create a press release with POWER.** How to write it, whom to send it to, whom to ignore.

**Multi-Channel Marketing Success Story #3:  
Smart partnerships push profits to \$60 million**

Agora was a \$1 million newsletter publishing company that wanted to be more. They saw an opportunity in the finance and investment market. The only problem was, no one within the company had any expertise in these fields.

Rather than spend time and money expanding their staff, they began to form a series of **strategic, risk-free, win-win partnerships** with outside people who had the knowledge Agora was lacking but needed the customer base they could provide.

The partnerships thrived. The company expanded. And Agora grew from \$1million in annual sales to \$60 million.

**YOU Can Do It Too!**  
Find out how in *Session 7 of Channels of Profit*

## And That's Not All ...

- **Want to see an immediate increase in your bottom line?** DO *THIS* NOW. (And if you've got employees, have them do it too. The impact will absolutely amaze you.)
- **The ROOKIE MISTAKE** you can easily avoid (but only if you know about it!)
- **3 letters** you MUST NOT IGNORE if you want your marketing efforts to work
- The "low-hanging fruit" of your business you can start reaping immediately for an **INSTANT harvest of cash**
- **No product? NO PROBLEM!** One of MaryEllen's most successful marketing campaigns ever was launched long before the product existed ... or had even been fully thought-out. By the time she had it ready, she also had a huge file of happy, eager customers all

set to buy it. If you're long on ideas, this easily replicable strategy is for you.

- The simple secret that can empower you to **earn FIVE TIMES MORE than your direct competitors**. That's what it did for MaryEllen in her very first job. She sold the same thing to the same market - but did one thing they didn't do. Chances are *your* competitors aren't doing it either ... but are YOU?
- **The pros and cons of FREE OFFERS**. They can be a boon to your business, or its downfall. Here's what makes the difference ...
- Are all your marketing efforts **a complete waste of time and money?** YES ... if you're not doing THESE TWO THINGS
- Secrets of the **INTERNET MONEY CLUB** - revealed here!
- **And much, much, MUCH more!**

As I said, **this is MaryEllen Tribby's entire playbook** - EVERYTHING that enables her to conceive and launch marketing campaigns that attract **MASSSES** of customers and make **MILLIONS** of dollars.

She lays it all out for you in *Channels of Profit* to help you quickly close the gap between where you are now in terms of market penetration, customer growth and satisfaction, and sales dollars, and where you want to be.

But that's only the beginning ...

Because once you get to where you want to be, *Channels of Profit* is going to help you go **WAY BEYOND** it ... to a level of growth and profitability you never even *dreamed* you could achieve.

#### Session Eight: "Putting It All Together"

In the first seven sessions of *Channels of Profit*, MaryEllen gives you a huge download of strategies, ideas, tips, tactics, and advice on effectively marketing your product through multiple channels.

But in Session 8, *the rubber meets the road*.

In this theory-meets-practice session, she takes you and your business through **the 10 steps to launching your multi-channel marketing campaign**.

From establishing your product to analyzing your results and every crucial point in between, MaryEllen will walk you through the entire process of crafting a lean, mean multi-channel campaign that generates traffic, customers, dollars, and publicity.

By the end, you won't just be *excited* to launch. You'll be on your way!

## Try *Channels of Profit* RISK-FREE Today! Your Satisfaction Is 100% Guaranteed

Click on the link below to order *Channels of Profit* right now. The complete program will be shipped as soon as your order is received.

MaryEllen has designed and structured it so that you can start putting these strategies to work, creating new campaigns, and seeing results **immediately** - even if you have little or NO marketing budget to start with.

You'll get **8 STRATEGY-PACKED CDs** covering everything I've described in this letter plus SO much more.

You'll also receive **an 88-PAGE WRITABLE PDF WORKBOOK**. This is a vitally important component of the program, because it's what you're going to use to connect the information MaryEllen gives you in the audio program to the specifics of YOUR individual business. So by the time you've finished listening, you'll have **actual campaign elements in place** that you can very quickly turn into a real, active, revenue-generating marketing engine.

Get started as soon as you receive the program, and spend the next year putting it to the test. Watch your sales dollars. Monitor your file size. Measure your website traffic.

If your numbers don't reflect a significant increase in customers and profits after implementing these strategies for one year, simply return the program and get your money back.

Let me say that again:

**You can return *Channels of Profit* anytime and for any reason within ONE YEAR for a refund or even exchange. No questions asked.**

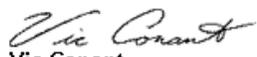
We're living in a whole new era of customer engagement. There are new opportunities, new expectations, new pitfalls, and a brand-new set of rules.

Some business owners will be crushed by this wave of change.

But now YOU can get on top of it - and ride it all the way to the bank.

Find out how. Order your risk-free copy of *Channels of Profit* today.

Sincerely,

  
**Vic Conant**  
 Chairman, Nightingale-Conant

P.S. It doesn't matter how strongly you believe in your product. It doesn't matter how unique, valuable, exciting or useful it is. It doesn't matter how many people out there need it. Or how many people want it. If you aren't marketing it effectively, you're never going to sell enough of it to stay afloat ... much less generate the kind of blockbuster profits you dream about.

Order *Channels of Profit* risk-free today, and find out how easily, cheaply, and quickly you can MAKE MILLIONS for you business starting right now, by marketing smart in today's hottest channels.

## **Order Channels of Profit RISK-FREE Today! Here's What You'll Learn in These 8 Incredible Sessions:**

### **CD1: The Three Key Factors to Ignite Explosive Growth in Your Business**

- Introduction/A wealth of experience
- A lifetime of work/The biggest myth buster of all
- The genesis of a great career
- The number one thing to understand about customer acquisition
- The first factor for explosive growth: your mindset
- The power of a great mission statement
- What are your core values?
- The second factor for explosive growth: mastering direct marketing fundamentals
- The third factor for explosive growth: leveraging multi-channel marketing
- Two exercises to conclude this session

### **CD2: The Low-Hanging Fruit of Direct Response Marketing Online**

- Where to start: easy, cheap, effective and fast
- Clearing up a common misconception
- The new currency - speed
- The major characteristics of the Internet as a direct response medium

- A look at the types of successful online ads
- The 10 most important principles that govern direct email marketing
- Targeting the right audience: the power of your list
- The anatomy of an endorsed ad
- Banner ads
- The co-registration ad/The online poll
- The pay-per-click ad
- An exercise to conclude this session

### **CD3: The Power, Impact, and Profit of Social Media**

- A clever, two-part strategy using blogs/Creating an online buzz
- The different types of social media marketing
- Creating an active Internet customer-based forum
- The advantages and disadvantages of social media
- The main principles of social media advertising
- SEM: search engine marketing
- The three types of websites
- The three key techniques of search engine marketing
- The advantages of organic search
- Three SEO tactics you should apply right now: tactic one: keywords, relevance and search results
- Tactic two: links that make the difference
- Tactic three: don't wait for the search engines to come to you
- Pay-per-click advertising in relation to SEO
- An important point to keep in mind with PPC
- Organizing the reporting within your campaigns
- Choosing a search engine to advertise with
- RSS: really simple syndication
- More benefits of RSS

### **CD4: Your Business in Your Pocket - Your Phone**

- The principles of producing moneymaking teleconferences
- Two of the most critical principles of teleconference follow-up
- Three points to remember when adding a teleconferencing channel
- Telemarketing - turning the black sheep into the golden sheep
- The fundamental principles of telemarketing
- The most important element of a successful telemarketing campaign
- Deciding on outbound and/or inbound telemarketing
- Making sure your company's vision is carried out
- The top 10 telemarketing mistakes, mishaps, and blunders and how to avoid them
- Always do your research when considering telemarketing as a channel

### **CD5: The King of Marketing - Direct Mail**

- Some of the most common forms of direct mail marketing
- The Internet's effect on direct mail
- The seven-step process for direct mail marketing
- The art and science of direct mail marketing
- The most important principles of direct mail marketing: examining successful direct mail campaigns
- Selecting a list for your product
- Your offer
- The 10-test rule
- An exercise for this session
- Creating powerful advertising copy
- The four-legged stool test
- Developing your advertising copy

### **CD6: Be Direct! Using Direct Marketing Print Ads, Television Ads, and Direct Response Radio Advertising**

- Developing a viable print channel
- Deciding what kind of print ad will work for you
- Your offer and copy

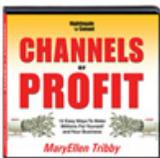
- Some tips and techniques to improve your results
- Obtaining media kits/Credibility is crucial
- Getting a good rate for your advertising
- Three directs to start your campaign
- The realities of television advertising
- Selling effectively on television
- Understanding how television advertising works
- Important guidelines for creating a successful TV spot
- Direct radio advertising
- Radio advertising - still a viable channel
- A seven-step plan to make sure you are getting the most from your radio campaign

### CD7: Using the Power of Partners, Customers, and the Media

- An example of an efficient way to attract first-rate talent
- The principles behind joint venture marketing/Characteristics of successful joint ventures
- The simple "other" channel: three categories of joint ventures
- Questions to ask yourself when considering a joint venture
- Are joint ventures and affiliate marketing the same?
- Principles of event marketing
- The challenge in promoting events/Maximizing the fun
- A disaster prevention checklist
- Establishing conference fees
- The largest single source of income at a conference
- The difference between an information conference and a sales event
- Other types of events you can market
- A guide to planning any event/Determining the 4 W's and the 1 H
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- What you shouldn't and should do when it comes to PR
- Targeting your press releases

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- Steps 3 and 4
- Steps 5 and 6
- Steps 7 and 8
- Steps 9 and 10
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