

## Why Marketing is NOT an Option

A Special Report on Marketing



### Product Suggestions:

#### Recipe Postcards

They are our most popular postcard – because people keep them! Send one to your past clients once a month to maintain the very important relationship you have established with them.

#### Digital Newsletter

Contact as many people as you want (past clients, prospects, referral sources, friends and family etc) for just \$45 per month. A new issue written and sent to you each month for you to email!

#### Referral Request Postcards

Remind your past clients (in a fun way) that referrals are important to your business. You did a great job for them – so encourage them to pass your name along to their family and friends.

#### “Clients for Life” Newsletter

Keep in touch while adding value to your clients’ lives. Send a Newsletter monthly, or quarterly, that contains articles about their home, finances, decorating tips, a new recipe and helpful websites to check out.

Marketing is **NOT** an option. It is a **MUST**.

*By cutting your marketing activities, not only will you sell less than if you had kept your marketing steady but you’ll surrender your core customers to your competition. That means you’ll have to spend more time, money and energy in the future to win them back.*



Marketing isn’t just about bringing in sales; it’s about building a stronger relationship with your clients. Which can have positive effects to your income.

Why wouldn’t you want to market, when 75% of clients forget you just six months after working with you. If you don’t keep in touch with your current or past customers, you are basically handing them over on a silver platter to your competitors.

*Top sales professionals invest in themselves. Critical to building their business is investing 10 to 20% back into their business.*

You don’t need a huge marketing budget to catch a buyer’s attention. Sometimes the best first step is to provide a clear message about what services you offer. Think about what a potential client is looking for. Or what messages you can send to your past clients. Such as a thank you, or a seasonal note. How many greeting cards do your clients receive from a professional source? A little can go a long way with marketing.

