

Table of Contents

Chapter One.....	6
The Basics of Marketing.....	6
Marketing vs. Advertising.....	7
What is Marketing?.....	8
Marketing Plan.....	10
Begin with a Message.....	11
Coming-Up with Your Own USP.....	14
Building a Marketing Plan and a Winning Strategy.....	21
Summing Up Chapter One.....	28
Branding and Elevator Speeches.....	29
Branding.....	29
How to Build Your Brand.....	31
Elevator Speech.....	33
Summing Up Chapter 2.....	34
Chapter Three.....	36
Marketing Methods and Techniques.....	36
Advertising in Newspapers.....	36
Killer Headlines.....	44
Advertising in the Yellow Pages.....	49
Direct Mail Marketing.....	55
Telemarketing.....	58
Boxes in Businesses.....	60
How to Tap into What's Hot (or Create Your Own Media).....	60
How to Get Free (or Nearly Free) Publicity.....	65
Internet Marketing.....	68
Summing Up Chapter Three.....	73
Targeting your Marketing Efforts.....	74
Targeting Commercial Customers.....	75
Targeting Residential Customers.....	77
Marketing to Affluent Homeowners.....	79
Summing-Up Chapter Four.....	82
Polishing Your Marketing	83
Press Releases.....	83
It's all about Customers.....	87
Referrals are Priceless.....	92
It's Time to Use What You Discovered.....	93

Table Of Contents Sample