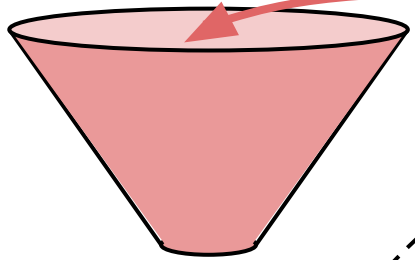
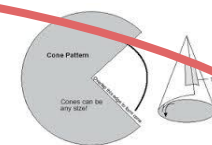


Area 1: Marketing

Area 1: Marketing

More & Better Leads

Step 5:
Decide the top three sources for feeding your Area 1: Marketing funnel. Develop a marketing plan which covers all those area which would generate more revenue than overall costs to develop leads.

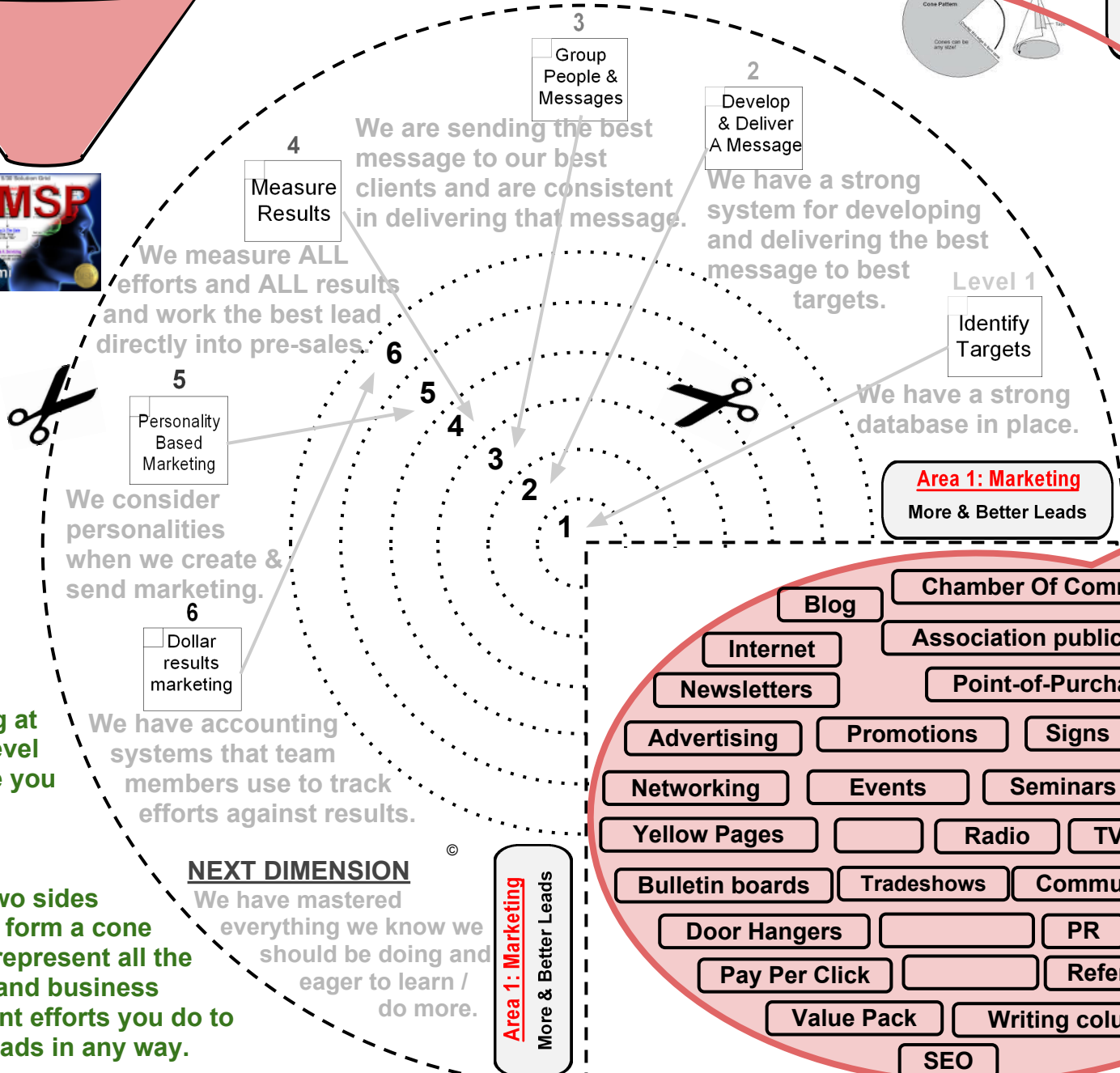


Step 1:
Cut the large circle.

Step 2:
Determine which of the rings you believe you are up to.

Step 3:
Cut the ring at whatever level you believe you are up to.

Step 4:
Warp the two sides together to form a cone which will represent all the marketing and business development efforts you do to generate leads in any way.



Area 1: Marketing
More & Better Leads

- Chamber Of Commerce
- Association publications
- Point-of-Purchase displays
- Billboards
- Past Clients
- Magazines
- Community Partnerships
- Direct Mail
- Referral Sources
- Writing columns
- SEO
- Value Pack
- Pay Per Click
- Door Hangers
- PR
- Community Partnerships
- Tradeshows
- Bulletin boards
- Radio
- TV
- Yellow Pages
- Networking
- Events
- Seminars
- Promotions
- Signs
- Advertising
- Newsletters
- Internet
- Blog