

The Little Green Book of

MARKETING

*Everyone has a story...
Let's tell yours!*



Have you
ever wished
you could
clone your
ideal customer?



That loyal, repeat
customer, so that
instead of one you
could have
10 or 100
customers
just like him?



There is good
news...

You can!



The Little Green
Book of
Marketing
will give you
3 steps that
you can use
to do
just that.



Just like
snowflakes,
no two
businesses
are exactly alike.



Your
Customers
would agree...

They come to you
because your
business is
special.



Marketing helps
you discover
what makes
your business
special.



Every business
has a story...
let's begin to
tell yours!



Good marketing
is not difficult.
It can be
as easy as
a 3-step
plan.



I invite you to read
this little book to
discover the
3-Step
Marketing
Plan.



Step one
is the
Customer
Survey...



A survey will tell
you what your
customer wants
and needs and...



How you can
satisfy those
wants and
needs.



How do you
discover what
your customer
really wants
and needs?



Here is
how you
do it...

You ask
them.



Ask your
customers what
they like about
you, your
business, and
the products
you offer.



Write down the
things they like
about you...
(The things that
make you special)



Your customers
will appreciate
it when you
ask their
opinion...



But they
need a little
encouragement.



Encourage your
customers to fill
out your survey
when they come
to your business.



Encourage your
customers to fill
out your survey
with free samples
of your products.



Encourage your
customers to fill
out your survey
for a special
discount.



Then
collect the
surveys and ...



Read
what your
customers have
told you and
also watch
what they do in
your business.



They will tell
you what is
important to
them and
what makes
you special.



When you
know what is
important to
your customers
then you can...



Give
it to
them...



Simple
isn't
it?



That's how your
business
keeps existing
customers
happy.



Keep asking them
what they like
about you, and
keep giving them
what they like.



We know
that for a
business to
succeed, existing
customers must
be kept happy.



But to grow a
business you
need new
customers.



Finding new
customers
begins with
Step-2.



Step 2 Is the Customer Profile.

Here is how it
works...



You study your
existing
customers'
surveys
(from Step One)
and ...



Write down
the details
about your
customers.



Write down things
like their age,
income, where
they live, when
and where they
shop, and what
they buy.



You then use
this information
to build
an ideal
customer
profile.



After all,
if your existing
customers
like you ...



New customers
that are similar
to your
existing
customers
will too.



Customer
Cloning
can now
begin
(Step 3)



Customer Cloning
happens when you
use your existing
customer profile to
find more
customers just
like them.



These are
customers that
you don't know
yet and they
don't know you.



You now get
to tell new
customers what
your existing
customers have
told you.



This is
possible with
several tools...



Tools like
direct mail,
newspaper
advertising,
catalogs and the
internet, can 'Clone Your
Customers.'



Your existing
customers will
tell you what to
say to your new
customers.



It really
is as
simple as
1-2-3



1. Customer
Survey

2. Customer
Profile

3. Customer
Cloning



If you use this
3-Step plan,
your marketing
and advertising
can be much
more effective.



You now have
a good
start to begin a
marketing plan
for your
business.



Most people are
too busy to think
strategically
about their
customers.



They are too busy
running their
business to think
about their
business.



If you think
strategically
about your
business,
you will have a
competitive edge.



Excel Mailing
and Marketing
is good at
helping our
customers with
Strategic
Marketing.



Our passion is helping our
clients tell
their unique
success stories.



Every business
has a story...
let's tell yours!



If you would like a
free marketing
packet of:
Customer Survey,
Customer Profile and
Customer Cloning forms...



Please call
or e-mail me.
I will send you
a free
marketing
packet.



Contact
me at:
Excel Mailing
and Marketing

1-877-765-Mail

e-mail:
arlok@excelprintmail.com



You can also visit us
on the web
for more
marketing ideas
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business.

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We wish you
the best in
your business
and
always
remember...



Your business
is special.
This country
works because
of the
contributions
made by people like you.



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