

100 weapons

1. Competitive Advantage
2. Marketing Plan
3. Outrageously Good Service
4. Follow-up!
5. Fusion Marketing
6. Positive Attitude & Enthusiasm
7. Free Consultations
8. Customer Reactivation Letter
9. Website and Online Presence
10. 30 second marketing message
11. Community involvement
12. Business Card
13. Testimonials
14. Location
15. Stationery
16. Phone demeanor
17. Logo
18. Promo Kit
19. Hours, days of operation
20. Brochures
21. Reprints
22. Professional Photo
23. 800 Number
24. Targeted list from list broker
25. Public Seminars and lectures
26. Audio and videotapes
27. Refreshments offered
28. Credit cards
29. Club/Association memberships
30. Effective use of voice mail
31. Circulars
32. Smiles and Greetings
33. Pricing
34. Prospecting Letters
35. Contests
36. Phone on-hold marketing
37. Research studies
38. Make an audio tape interview
39. Toastmasters
40. Postcards

41. Waiting Room resources
42. Inserts
43. Trade show display
44. Speak at Conferences
45. Radio and TV commercials
46. Gift certificates
47. Assisting in others' workshops
48. Start a Fusion Marketing Group
49. Speed of delivery
50. Classified Ads
51. Customer mailing list
52. Enthusiasm
53. Yellow Pages Ad
54. Sales Training
55. Teach Adult Education Courses
56. Online Marketing
57. Participate in Chat Room
58. Publish a newsletter
59. Join Speakers Bureau
60. Demonstrations
61. Serve on an association board
62. Charity fundraisers
63. Create an online newsletter
64. Create an Advocates list
65. Post on an e-bulletin board
66. Free workshops
67. Brand-name awareness
68. Free information
69. Human Bonds
70. Continued Education
71. Free Gift
72. Word of mouth
73. Columns
74. Create an audio tape interview
75. Write an article
76. Link to other websites
77. Mastermind group
78. Create a set of client handouts
79. Booth at Health Fairs
80. Photograph
81. Imagination
82. Add signatures to your emails
83. Walk your talk
84. Write a book

85. Panel or Advisory Board
86. Get listed with search engines
87. Marketing savvy
88. Host your own radio show
89. Compile E-mailing lists
90. Join the Chamber of Commerce
91. Audio or Video clip on website
92. Competitiveness
93. Displays with other businesses
94. Free video tape
95. Take -one boxes
96. Recorded info by phone
97. Convenience
98. Free audiotapes and articles
99. Theme Line
100. Satisfied Customers