

# Marketing Basics: Strategy, Plan and Message

***The place God calls you to is the place where your deep gladness and the world's deep hunger meet. --Frederick Buechner***

Underline which marketing tools you are familiar with and think you want to use. Why? What do you think the impact will be?

<b>Packaging</b>	<b>Promotion</b>	<b>Persuasion</b>	<b>Performance</b>
Brochures	Speaking	Listening	Keep Promises
Reports	Writing	Diagnosis	Guarantees
Questionnaires	Networking	Openness	Keeping in touch
Articles	Referrals	Curiosity	Thank-yous
Web Sites	Newsletters	Visioning	Going extra mile
Power Point	Ezine	Education	Commitment
Podcasts	Letters	Presentations	Walk the Talk
Web conferences	Postcards	Asking	Innovation
Videos	Calling	Recommend	Creativity
Books	Media	Assuring	Persistence

***No matter what your product is, you are ultimately in the education business. Your customers need to be constantly educated about the many advantages of doing business with you, trained to use your products more effectively, and taught how to make never-ending improvement in their lives. --Robert G Allen***