

PaysonCooper.com

Marketing Brilliance for Your Business



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Topic: “Easy Marketing Secrets: Your Most Important Questions About Marketing Your Small Business”

Time: 11:00amP PST | 1:00pm CST | 2:00pm EST

Phone: (712) 432-0850 Pin Code: 996899#

Visit: <http://www.tweetchat.com> and enter your twitter user name and the tag: **#MktngQ** to chat with other listeners and ask additional questions

Note: The audio replay will be available soon after the call concludes at <http://www.paysoncooper.com/replay>

4 Tips to Get the Most Out of This Call:

1. Print this sheet out so you can write and take notes during the call
2. Think of how to quickly implement the secrets revealed on the call
3. Make a deadline to complete at least 3 tips you'll learn on the call
4. Review the call material within 24 hours for higher retention



In this brand new teleseminar learn and discover:

- How do we market to a group, like nonprofits, schools, event planners, etc?
- How would you go about calculating how much it will cost to obtain a new customer via marketing?
- How do you turn an inquiry into a “confirmed” sale?
- What is the best way to quickly build a following online for my business?
- I am an online based lingerie retailer and I need to know what I can do to have my company noticed when being searched online to bring more customers?
- I want to expand my offerings locally; what are some things I can do in my city, to promote myself and my services or products?
- How do I get a client to pick up the phone and make an appointment with me for massage without them thinking that all I want is their business?
- Is it vital to be technically savvy to accomplish big sales these days? For instance, must I twitter, have a Facebook Fan Page, know everything about SEO, etc?

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1. How do we market to a group, like *nonprofits*, schools, event planners, etc?

2. How would you go about *calculating* how much it will cost to obtain a new customer via marketing?

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3. How do you turn an inquiry into a *confirmed sale*?

4. What is the best way to quickly build a following *online* for my business?

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5. I am an online based lingerie *retailer* and I need to know what I can do to have my company noticed when being searched online to bring more customers?

6. I want to expand my offerings *locally*; what are some things I can do in my city, to promote myself and my services or products?

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8. Is it vital to be technically savvy to *accomplish* big sales these days? For instance, must I twitter, have a Facebook Fan Page, know everything about SEO, etc?

Twitter Success Story:

My TransformationalJewelry.com holiday offer, combined with regular, scheduled, twitter promotions (which only took a few minutes to set up using the right tools) gave me more than a 1231% increase in sales over last year's holiday season.

A few weeks ago I promoted the Virtual Abundance Expo. I took only a few minutes to set up automated tweets for each day of the week, here is what happened, in less than a week:

A screenshot of a Twitter tweet. On the left, it says "Jan 12" and "202" in large blue font, with "Out of 202" below it. The tweet text is "Virtual Abundance Expo" in blue, followed by "Edit" in grey. Below the text are buttons for "Share", "Copy", "Info" (with a plus icon), and a close icon. To the right of the close icon is the URL "bit.ly/5HpblI".

And, I made affiliate commissions (SALES!) from these clicks when some of the people that clicked through, signed up.

Just for you:

A special offer for my Twitter Sales in Twelve Minutes a Day course. Please visit:

<http://www.twitterandmarketing.com/twitter-sales-in-12>