



'The 5 P's of Marketing'©

Bonus Program Outline

Audio CD Program

Marketing...attract the right customers

1. Positioning:

What is your Unique Selling Proposition?

2. Packaging:

Create a brand.

3. Presentation:

- A. In-sync with USP
- B. Public Speaking

4. Promotion:

Get the word out!

5. Paid:

Maximize hidden income streams.

DO IT NOW!!

NOTES:

AMERICA'S LEADING PROFIT AND CASH STRATEGIST