

Index

• A •

- AbleStock.com, 95
- Acrobat, 149
- action close, 311
- Adobe Acrobat, 149
- Adobe Illustrator file, 96
- Adobe InDesign, 149
- Adobe PageMaker, 149
- Adobe Reader, 351
- AdReady, 116
- advertising
 - conceptual dimension, 102–111
 - goals, 86–88
 - high involvement in, 274–276
 - objective-and-task-based, 86–87
 - objective-based, 86–87
 - objectives worksheet, 89–90
 - planning, 82–85
 - versus publicity, 207
 - advertising budget
 - advertising campaign, planning, 82–85
 - B2B plan, adjusting for, 85–86
 - goal-based, 88–89
 - percent-of-sales, 81
 - practical approach, 79–80
 - setting, 80–82
 - worksheets, 91
 - Advertising Budget Worksheets (on the CD), 91
 - advertising design
 - attractive person in, 113
 - cartoons in, 113–114
 - interpreting ad research, 276–277
 - landscape photos, 112–113
 - mood, 103–108
 - postcard marketing, 114–116
 - selecting, 276–277
 - stopping power, 278–280
 - Web pages, 116–118
 - wisdom, 108–111
 - Advertising Objectives Worksheet (on the CD), 89–90, 92
 - advertising plan
 - flexibility in, 91–92
 - month-by-month, 91
 - advertising templates
 - call-to-action, 101–102
 - image, 98–99
 - informative, 99–101
 - analytical close
 - consultative selling, 312
 - multiple scenarios, offering, 313–314
 - pros and cons, presenting, 313
 - sample scripts, 312–313
 - Annual Advertising Budget and Plan (on the CD), 92
 - Arial font, 152, 188
 - articles, 186–188
 - artwork
 - about, 155–156
 - bitmapped images, 156
 - halftone print, 157
 - line art, 156
 - in newsletters, 193–194
 - resolution, 156
 - text wrapping, 193–194
 - vector images, 156
 - Attitudes of Success Profile (on the CD), 330
 - audit, marketing
 - activities, auditing, 32–33
 - audit profile, 34–35
 - communication, 34
 - creativity, 34–35
 - focus, evaluating, 31–32
 - focusing on plan with, 35–37
 - management and control, analyzing, 33–34
 - overview, 29–30
 - scope, evaluating, 32
 - worksheet, 30
 - Audit Score Form (on the CD), 57
 - Avery.com, 132

• **B** •

B2B (business-to-business) marketing, 85–86

Bank of America, 123

barrier, creativity, 251

benchmarking, 12

bitmapped image, 156

blog, 64–65, 138–139, 200–201, 297

body type, 152

bold text, 269

booklet, informational, 63–64, 144, 165–166

books, marketing with, 165–166

brand identity

- brand name, 123–127
- business cards, 127–133
- e-mails, 136–137
- envelopes, 134–136
- evaluating, 121–123
- faxes, 136–137
- letterhead, 134–136
- on the Web, 137–139

brand name, 123–127

Bransford, Nathan, 137

breakdown brainstorming, 253

brochure

- artwork, 155–157
- body type, 152
- CDs, 158–159
- clip art in, 157
- color, 154–155
- crop marks, 158
- design elements, 145–146
- designing, 68–69
- digital, 158–159
- DVDs, 158–159
- fold marks, 158
- function and purpose, 145
- headline type, 152
- layout, 149–151
- as marketing tool, 63–64
- materials, 146
- multipage, 142–143
- paper, 149
- perforating marks, 158
- photographs in, 157
- printing, 153–154
- score marks, 158
- shapes, 147–149
- sizes, 147–149

- stock photographs, 157
- templates, 142–143
- text wrapping, 153
- type alignment, 153
- uses of, 144–145
- visual elements, 143

budget

- advertising campaign, planning, 82–85
- B2B plan, adjusting for, 85–86
- controlling, 16
- goal-based, 88–89
- percent-of-sales, 81
- practical approach, 79–80
- setting, 80–82

Budgeting for Advertising: A Practical Approach (on the CD), 80, 92

bulletin board, 347

business card. *See also* sales collateral

- design details, 128–130
- designing on Microsoft Word, 130–133
- flat-ink versus raised-ink printing, 128–129
- margins, 129
- as marketing tool, 68–69
- online information, 132
- overall impression, 127–128
- paper stock, 129
- templates, 132–133
- Web sites, 132

buzz strategy, 51

• **C** •

Cabot Corporation, 227–229

call center, 298

call-to-action ad template, 101–102

call-to-action paragraph, 269

cartoon, 113–114

Cartoon Bank, 114

case history, 271

catalog

- benchmarks, 161–162
- versus booklets, 144
- circulation target, 163
- design considerations, 160–161
- format, 159
- free, 318
- hiring graphic designer, 160–161
- list factor, 162–163
- multipage, 160–161
- online, 161

- simple, 160
- tabloid sheet, 159–160
- white space, 162
- CD brochure, 158–159
- CD newsletter, 201
- CD-ROM with this book
 - 7 x 7 Customer Satisfaction Survey, 240
- Adobe Reader, 351
- Advertising Budget Worksheets, 91
- Advertising Objectives Worksheet, 89–90, 92
- Annual Advertising Budget and Plan, 92
- Attitudes of Success Profile, 330
- Audit Score Form, 57
- Budgeting for Advertising: A Practical Approach, 80, 92
- chapters files, 351–353
- Coupon Profitability Analysis, 180
- Creative Roles Analysis, 256
- customer care, 354
- Customer Debriefing Form, 240
- Customer Service Audit, 240
- Editable Marketing Audit, 57
- Evaluation Form 1, 290
- Evaluation Form 2, 290
- Excel Viewer, 351
- Five Minute Marketing Plan, 28
- installing, 350
- Marketing Agenda, 57
- Marketing Audit, 57
- Marketing Budget Worksheet, 57
- Marketing Plan Template, 57
- Marketing Zone Planning Diagram, 28
- Marketing Zone Program Worksheet, 28
- The Message Pyramid, 75
- Monthly & Annual Advertising Budget Templates, 92
- OpenOffice.org, 351
- Prospect Analysis Sheet, 304
- Question Preplanning Form, 304
- Sales Projection Worksheet, 57
- software, 351
- system requirements, 349
- Tips for Boosting Sales, 75
- troubleshooting, 354
- Two Dimensions of Your Appeal (on the CD), 290
- Xerox logo press release, 290
- Channel 22 News, 64
- character spacing, 191
- Charcoal font, 188
- charity fundraisers, low-cost marketing, 68
- chat room, 347
- clip art, 157
- closing techniques. *See also* sales process
 - analytical close, 312–314
 - direct close, 307–308
 - marketing program, 306–307
 - myths, 304–305
 - process close, 311–312
 - relationship-building close, 315
 - in sales process, 294–295
 - sales promotion close, 314–315
 - trial close, 308–309
 - wrap-up close, 310
- Coca-Cola, 123
- collateral, sales
 - amateur designs and layouts, avoiding, 322
 - definition of, 320–321
 - errors, 322
 - fax forms, 321
 - omissions, 322
 - plastic, avoiding, 322
 - premium items, 321
 - specification sheets, 321
 - stationery, 321
- color
 - four-color process, 154
 - inkjet printing, 155
 - laser printing, 155
 - Pantone Matching System, 154
 - Raster Image Processing, 155
- communications
 - analyzing, 34
 - auditing, 33, 283–284
 - benchmarks, 54–56
 - customer testimonials, 286–290
 - high involvement in, 274–276
 - sex in, 278–281
 - spending for, 54–56
 - stopping power, 278–281
- Comstock Images, 95
- conceptual dimension, 102
- confirming questions, 301
- construction, letterhead, 136
- consultative selling, 312
- contact, 347
 - blogs, 297
 - call center, 298
 - e-mail lists, 297
 - e-mail newsletter, 297

- contact, (*continued*)
 - fax lists, 297
 - gaining, 297
 - magazine ads, 297
 - mailing lists, 297
 - networking, 297
 - newspaper ads, 297
 - in sales process, 294
 - speaking at events, 297
 - trade shows, 297
- contract close, 311
- Copperplate font, 188
- copywriting, 18
- Corbis, 95
- Corporate Apparel Unlimited, 11
- corporate identity
 - brand name, 123–127
 - business cards, 127–133
 - e-mails, 136–137
 - envelopes, 134–136
 - establishing, 121–123
 - evaluating, 121–123
 - faxes, 136–137
 - letterhead, 134–136
 - on the Web, 137–139
- corporate Web site, 117
- cost control in marketing
 - distributors, 340
 - editing materials, 340–341
 - free samples, 340
 - marketing message, focusing, 73–74
 - marketing program, focusing, 74–75
 - printing, 339
 - product costs, controlling, 342
 - public relations, 340
 - return on investment, increasing, 341
 - rules, 16–17
 - slashing unproductive programs, 341
 - staging events, 342
 - tips, 14
- Coupon Profitability Analysis
 - on the CD, 180
 - steps, 171–176
- coupon program. *See also* sales promotion
 - design and consultation fees, 174
 - distribution costs, 175
 - effectiveness of, 178–179
 - face value of coupons, 173–174
 - fixed costs, 173
 - incremental profit, 176
 - learning from experience, 177–178
 - legitimate redemption rate, 175
 - misredemption rate, 179
 - multiple scenarios, testing, 177
 - number of coupons, 173
 - percentage of sales, 176
 - planning, 170–171
 - processing costs, 175
 - production costs, 174
 - profit contribution per sale, 176
 - profitability analysis, 171–176
 - results of, 170, 178
 - setup costs, 174
 - variable costs, 173, 176
- cover letter, 216
- cover stock, 149
- creative concepts, 72, 248–255
- Creative Roles Analysis (on the CD), 256
- creativity
 - in advertising, 71–73
 - alternatives, 250
 - assumptions, 254
 - auditing, 34–35
 - barriers, 251
 - breakdown brainstorming, 253
 - competition, 253
 - conformity, 251
 - creative concepts, generating, 248–255
 - enablers, 252
 - focusing, 248
 - ideas, recording, 253–254
 - incubation, 252
 - interviewing successful people, 254–255
 - irreverence in, 249
 - open-mindedness, 252
 - originality in, 35
 - overconfidence, 251
 - people innovations, 246
 - perfectionism, 251
 - persistence, 252
 - placement innovations, 244
 - planning, 250–251
 - pricing innovations, 243–244
 - product innovations, 242
 - for profit, 247–248
 - projects, managing, 255
 - promotion innovations, 245–246
 - role models, 252
 - teams, managing, 255

- crop marks, 158
 Curtis Brown Limited, 138
 customer
 of competitors, 169
 difficult, 328
 free-wheeling, 330
 interviews, 227–229
 introverted, 328–329
 logical, 329–330
 new, 169
 talking to, 227–230
 testimonials, 286–290
 customer acquisition, 33
 Customer Debriefing Form (on the CD), 240
 customer research
 experiments, marketing, 239–240
 interviews, 227–230
 surveys, 230–239
 customer satisfaction survey, 231–233
 customer service, 33, 295
 customer service audit
 analyzing results of, 237–239
 performing, 233–234
 surveys, 230–233
 templates, 234–236
 Customer Service Audit (on the CD), 240
 customer service survey
 performing, 237
 templates, 236
 customer testimonial
 asking for, 286–288
 photographs, 289
 processing, 288–289
 source of, 290
 specificity in, 288
 videos, 289
- **D** •
- Delta Jaeger font, 188
 design, advertising
 attractive person in, 113
 cartoons in, 113–114
 interpreting ad research, 276–277
 landscape photos, 112–113
 mood, 103–108
 postcard marketing, 114–116
 selecting, 276–277
 stopping power, 278–280
 Web pages, 116–118
 wisdom, 108–111
- desktop publishing
 definition of, 153
 prepress services, 96
 templates, 194–198
 TIFF/IT files, 96
 digital brochure, 158
 digital camera, 97
 digital printing, 153
 direct-response ad, 23, 319
 discussion forum, 347
 distributor, 22, 340
 do-it-yourself advertising
 call-to-action ad template, 101–102
 conceptual dimension, 102–111
 image ad template, 98–99
 informative ad template, 99–101
 overview, 93–94
 postcard marketing, 114–116
 visual appeal ads, 94–97
 domain name, 344–345
 Drawing toolbar (Microsoft Word), 134, 143
 DVD brochure, 158–159
- **E** •
- eBay, 66, 161
 economic cycle
 growth economy, 15–16
 tough times, 13–15
 Editable Marketing Audit (on the CD), 57
 effectiveness-oriented strategy, 45
 efficiency-oriented strategy, 45
 electronic newsletter
 e-mails with HTML page, 199
 gaining contacts with, 297
 hybrid e-mails, 199–200
 PDF file, 199
 e-mail, 136–137, 220–221, 297
 Email Templates, 137
 embossing, 128–129
 enablers, creativity, 252
 envelope
 construction, 136
 designing, 134–136
 information, 70
 law firm, 135
 massage therapy, 135
 styles, choosing, 134–135
 Word templates, 134–135
 e-release, 221
 Evaluation Form 1 (on the CD), 290

Evaluation Form 2 (on the CD), 290
 event
 low-cost marketing, 68
 staging, 342
 Excel Viewer, 351
 experiments, marketing, 54, 239–240
 exploring questions, 301–302

• F •

Facebook, 60–61
 factual letter, 263
 fastest-growing product, 15
 fax, 136–137
 FeedBlitz, 201
 Five Minute Marketing Plan (on the CD), 28
 Five Ps
 marketing plan, 39
 profiting from, 24
 fixed costs, 171, 173
 flat-ink printing, 128–129
 flier, 63, 142
 focus
 evaluating, 31–32
 in marketing message, 73–74
 in marketing program, 74–75
 fold mark, 158
 followup, 295
 font, 151
 forum, 347
 Fotosearch Stock Photography, 95
 four-color process, 154
 free catalog, 318
 free consultation, 319
 free food, as marketing tool, 179
 free sample, 340
 Friendster, 61
 fundraising event, 68

• G •

Gadget Ads, 67
 Garamond font, 152
 gift, as marketing tool, 179–180
 Glassbergen, Randy (cartoonist), 114
 GNU software, 351
 Goff, Ted (cartoonist), 114

Google, 14, 67, 84, 116, 240
 graphic design, 18
 gripper margin, 150
 gross profit, 81–82
 growth economy, 15–16

• H •

hairline, 158
 halftone print, 157
 Happy Hound, 66
 header, 188–189, 268
 headline, writing, 284–285
 headline type, 152
 Helvetica font, 152
 Helvetica Neue font, 188
 Hemera, 157
 Hewlett-Packard, 132–133
 high-contrast photo, 157
 humor in advertising, 113–114
 hybrid ad
 bold text, 269
 call-to-action paragraph, 269
 effectiveness of, 269–270
 evaluating, 271–272
 fact and fiction, combining, 266–268
 headings, 268
 italic text, 269
 overview, 265–266
 text boxes, 268
 visuals, 268
 hybrid e-mail, 199–200

• I •

identity
 brand name, 123–127
 business cards, 127–133
 e-mails, 136–137
 envelopes, 134–136
 evaluating, 121–123
 faxes, 136–137
 letterhead, 134–136
 on the Web, 137–139
 Illustrator file, 96
 image ad template, 98–99
 Impact font, 188

incremental profit, 176
 InDesign, 149
 information
 gathering, 33, 69–71
 persuasive power, 27
 informative ad template, 99–101
 inkjet printing, 155
 Insights For Marketing, 112, 138
 insurance, letterhead, 136
 Internet marketing. *See also* marketing strategy
 contests, 347
 free content, 347
 links, 348
 load time, minimizing, 346–347
 news feature, 347–348
 objectives, 347
 power name, 347–348
 sense of community, creating, 344
 virtual brochures, 344–345
 virtual catalog, 343
 virtual stores, 343
 Internet radio advertising, 84
 Internet Service Provider (ISP), 344
 interpersonal style, 328
 interview, 227–229
 introverted customer, 328–329
 iStockphoto, 95
 italic text, 269

• J •

J. Crew, 161
 JCPenney, 179
 junk mail, 17
 Jupiter Images, 95
 justified type, 153

• K •

Kellogg's, 250
 kerning, 191
 key-term bid, 240

• L •

Lands End, 161
 landscape photo, 112–113
 laser printing, 155
 law firm, letterhead, 135
 lead. *See also* marketing strategy
 database, 320
 direct-response ads, 319
 free catalogs, 318
 free consultations, 319
 magazine ads, 318
 offering trial-size samples, 318
 press release, 320
 quality, 317–320
 toll-free telephone number, 318–319
 Web sites, 318
 lead story, 186
 leading, 191
 letterhead
 construction, 136
 designing, 134–136
 insurance, 136
 law firm, 135
 massage therapy, 135
 styles, choosing, 134–135
 Word templates, 134–135
 line art, 156
 links, 348
 logical customer, 329–330
 logistics, 22
 logo. *See also* corporate identity
 creating, 124–127
 newsletters, 202–203
 planning, 122–123
 stopping power, 278
 Web identity, 137–138
 low-cost marketing
 asking for the business, 69
 blogs, 64–65
 brochures, 63–64, 68–69
 business cards, 68–69
 charity fundraisers, 68
 distributors, 340
 editing materials, 340–341
 events, 68
 fliers, 63

low-cost marketing (*continued*)
 free samples, 340
 informational booklet, 63–64
 online communities, 61–62
 parties, 68
 pay-per-click advertising, 65–66
 printing, 339
 product costs, controlling, 342
 public relations, 340
 publicity, 60
 referral marketing, 67
 return on investment, increasing, 341
 slashing unproductive programs, 341
 staging events, 342
 stationery, 68–69
 text messages, 62
 transit advertising, 59–60
 viral marketing, 60–61
 Web sites, 64–65
 widgets, 66–67
 word of mouth, 67
 loyalty reward, 180

• M •

magazine ad, 297, 318
 mailing list
 building, 219
 buying, 219–220
 contacts, 297
 finding names for, 219
 market expansion strategy, 50–51
 market segmentation strategy, 50
 market share strategy, 49
 marketing
 avoiding costs and risks, 16–17
 focusing on, with market audits, 35–37
 formula, 12–13
 scope, evaluating, 32
 in tough times, 14–15
 Marketing Agenda (on the CD), 57
 marketing audit
 activities, auditing, 32–33
 audit profile, 34–35
 communication, 34
 creativity, 34–35
 focus, evaluating, 31–32
 focusing on plan with, 35–37

 management and control, analyzing, 33–34
 overview, 29–30
 scope, evaluating, 32
 worksheet, 30
 Marketing Audit (on the CD), 57
 marketing budget, 16–17
 Marketing Budget Worksheet
 (on the CD), 57
 marketing communications
 auditing, 283–284
 benchmarks, 54–56
 customer testimonials, 286–290
 high involvement in, 274–276
 sex in, 278–281
 spending as percentage of sales, 55–56
 stopping power, 278–281
 marketing costs, reducing
 distributors, 340
 editing materials, 340–341
 free samples, 340
 printing, 339
 product costs, controlling, 342
 public relations, 340
 return on investment, increasing, 341
 slashing unproductive programs, 341
 staging events, 342
 marketing experiments, 54, 239–240
 marketing imagination, 25–26, 248
 marketing message, focus in, 73–74
 marketing plan
 definition of, 29
 formatting, 37–39
 random activity, avoiding, 53
 sample form, 37
 template, 41
 writing, 39–44
 Marketing Plan Template (on the CD), 57
 marketing program
 designing, 19–21
 focus in, 74–75
 overview, 19–20
 people, 23
 placement, 21–22
 presentation, 26
 price, 21
 product, 21
 promotion, 22–23
 sales closing techniques in, 306–307

- marketing skills
 - copywriting, 18
 - creative thinking, 18
 - graphic design, 18
 - research, 18
 - salesmanship, 18
 - skill-building tricks and trips, 19
 - strengthening, 17–19
 - marketing strategies, 333–339
 - brilliance marketing, 45
 - buzz strategy, 51
 - choosing, 47–53
 - constant contact, 336
 - creating, 46–47
 - effectiveness-oriented, 45–46
 - efficiency-oriented, 45
 - green marketing strategies, 336
 - improving, 46
 - increasing market share, 333
 - market expansion strategy, 50–51
 - market segmentation strategy, 50
 - market share strategy, 49
 - new attractions, 338–339
 - objectives, 51–53
 - positioning strategy, 49
 - pricing new products, 336
 - product life cycle strategy, 50
 - quality strategy, 48
 - reminder strategy, 47–48
 - simplicity strategy, 48
 - sponsorship, 334
 - strategic assets, 45
 - test run, 337
 - trade shows, 334
 - word of mouth, 337
 - marketing tools, 11–13
 - marketing variables, 239
 - marketing zone
 - finding, 9–11
 - five-minute plan, 27–28
 - model, 10
 - requirements, 10–11
 - MarketingSherpa, 320
 - massage therapy, letterhead, 135
 - masthead, 183–185
 - media kit. *See also* press release
 - assembling, 211
 - components, 210
 - developing, 210
 - hook, 211–212
 - Web page as, 211
 - media pitch, 215
 - The Message Pyramid (on the CD), 75
 - Microsoft Office Online, 132
 - Microsoft Word, designing business cards
 - on, 130–133
 - misredemption rate, 179
 - modules, 185
 - Monthly & Annual Advertising Budget
 - Templates (on the CD), 92
 - mood ad, 103–108
 - multimedia releases, 222–223
 - multipage brochure, 142–143
 - multipage catalogs, 160–161
 - MySpace, 51, 60–61
- N ●
- nameplate, 183–185
 - need discovery. *See also* sales process
 - confirming questions, 301
 - exploring questions, 301–302
 - prospect analysis sheet, 300
 - question preplanning form, 302
 - questions, 299–302
 - in sales process, 294
 - techniques, 298–302
 - networking, 297
 - new customer, 15–16
 - new product, 15
 - Newlettercartoons.com, 114
 - newsletter
 - articles, 186–188
 - artwork, 193–194
 - blogs, 200–201
 - CD-based, 201
 - columns, 190
 - electronic, 198–200
 - e-mails with HTML page, 199
 - flow, 191–193
 - gaining contacts with, 297
 - headers, 188–189
 - hybrid e-mails, 199–200
 - kerning, 191
 - lead story, 186
 - leading, 190–191
 - logos, 202–203

newsletter (*continued*)
 masthead, 183–185
 modules, 185
 nameplate, 183–185
 PDF file, 199
 photos, 193–194
 publicity, 182
 publishing, reasons for, 182
 readability, 191–193
 relationship marketing with, 182–183
 sidebar, 187
 size, 193
 success of, measuring, 198
 templates, 194–198
 type, 189–190
 newspaper ad, 84, 297
 newsworthiness of business, 207–208
 Nike, 123
 no-cost marketing
 brochures, 63–64, 68–69
 business cards, 68–69
 charity fundraisers, 68
 events, 68
 fliers, 63
 informational booklet, 63–64
 online communities, 61–62
 parties, 68
 pay-per-click advertising, 65–66
 publicity, 60
 referral marketing, 67
 stationery, 68–69
 text messages, 62
 transit advertising, 59–60
 viral marketing, 60–61
 Web sites, 64–65
 widgets, 66–67
 word of mouth, 67
 Norton Museum of Art, 243

● 0 ●

objective-and-task-based advertising, 86–87
 objective-based advertising, 86–87
 offerings, changing, 14
 offset paper, 149
 offset printing, 128
 one-page spec sheet, 142
 online catalog, 161

online community, 61–62
 OpenOffice.org, 351
 Optima font, 188
 order-form close, 311

● p ●

PageMaker, 149
 Pantone Matching System (PMS), 154
 paper, 149
 paper weight, 149
 parties, low-cost marketing, 68
 PayPal, 118
 pay-per-click advertising, 14, 65–66
 PDF file
 as attachment, 199
 creating, 197
 printing, 96
 people, in marketing program, 23
 people innovation, 246
 perfectbinding, 144
 perforating marks, 158
 personal sales calls, 297
 photograph, 94–97, 157, 193–194
 Photolibary, 95
 Photoshop file, 96
 placement
 innovations, 244
 marketing program, 21–22
 plagiarism, 261
 plan, marketing
 definition of, 29
 formatting, 37–39
 random activity, avoiding, 53
 sample form, 37
 template, 41
 writing, 39–44
 planning, audit, 33
 PMS (Pantone Matching System), 154
 point size, 151
 positioning strategy, 49
 Postcard Mania, 114
 postcard marketing, 114–116
 power phrases, avoiding, 258–259
 power words, avoiding, 258–259
 PR Newswire, 221
 prepress services, 96
 presentation, 26, 302–303

- press release
 company information, 213
 cover letter, 216
 e-mail lists, sending to, 221–222
 following up, 216–217
 good versus bad, 213
 headline, 214
 lead paragraph, 214
 leads, 320
 mailing lists, 218–220
 media pitch, 215
 multimedia releases, 222–223
 multipage, 213
 news ready, 214
 newsworthiness, 213
 printing, 213
 proofreading, 213
 rejection, dealing with, 217–218
 supporting text and images, 214
 tips, 213
 Web press release services, 221–222
- pricing
 innovations, 243–244
 marketing imagination, 25
 marketing program, 21
- print ad
 attractive person in, 113
 basic layout, 95
 call-to-action ad template, 101–102
 humorous cartoons in, 113–114
 image ad template, 98–99
 informative ad template, 99–101
 landscape photos in, 112–113
 mood ad, 103–108
 overview, 94
 stock photographs, 94–97
 wisdom ad, 103–108
- PrintingForLess.com, 132
- Pritchett Cartoons, 114
- PRLog, 221
- product
 fastest-growing, 15
 marketing program, 21
 marketing spending, 55
 new, 15–16
- product innovation, 25, 242
- product life cycle strategy, 50
- product line, redesigning, 14
- profit, 167–169
- promotion
 about, 167
 alternative approaches to, 179–180
 free food, 179
 gifts, 179–180
 innovations, 245–246
 marketing program, 22–23
 price-based inducements, 21
 sales, effect on, 169
- proposal, 294
- prospect analysis sheet, 300
- Prospect Analysis Sheet (on the CD), 304
- public relations, 207
- publicity
 versus advertising, 207
 business growth in, 205–206
 company name recognition,
 increasing, 206
 e-mail lists, 220–221
 hiring public relations firm, 207–208
 mailing lists, 218–220
 media kit, 210–212
 multimedia releases, 222–223
 newsworthiness of business, 208–210
 positive results of, 206
 press release, 212–218
 versus public relations, 207
 story ideas, 206
 Web press release services, 221–222
 Web tools, 220–223
- **Q** •
- quality strategy, 48
- Quark XPress, 149
- Question Preplanning Form (on the CD),
 304
- questions. *See also* sales process
 confirming, 301
 exploring, 301–302
 preplanning form, 302
- **R** •
- ragged right margin, 153
- raised-ink printing, 128–129

- raster image, 156
 - Raster Image Processing (RIP), 155
 - Reader, Adobe, 351
 - ream, 149
 - referral marketing, 23, 67
 - Register.com, 118, 344
 - relationship-building close, 315
 - reminder strategy, 47–48
 - research skills, 18
 - resolution, 156
 - retail stores, marketing spending, 56
 - reverse type, 151
 - RIP (Raster Image Processing), 155
 - Rock Communications, 180
- S •
- sales
 - advertising budget from, 81
 - promotions, effect of, 167–169
 - skills, 18
 - tools, 11–13
 - zone, 327
 - sales closing techniques
 - analytical close, 312–314
 - direct close, 307–308
 - marketing program, 306–307
 - myths, 305–306
 - process close, 311–312
 - relationship-building close, 315
 - sales promotion close, 314–315
 - trial close, 308–309
 - wrap-up close, 310
 - sales collateral
 - amateur designs and layouts,
 - avoiding, 322
 - definition of, 320–321
 - errors, 322
 - fax forms, 321
 - omissions, 322
 - plastic, avoiding, 322
 - premium items, 321
 - spec sheets, 142, 163–165, 321
 - specification sheets, 321
 - stationery, 68–69, 321
 - sales process
 - asking for business, 303–304
 - attempted closes, 294–295
 - call center, 298
 - closing techniques, 307–315
 - contacts, 294
 - flow chart, 296
 - followup, 295
 - need discovery, 294, 298–302
 - need-driven, 296
 - presentation, 302–303
 - proposals, 294
 - service, 295
 - smell test, 316
 - steps, 293–295
 - Sales Projection Worksheet (on the CD), 57
 - sales promotion
 - about, 167
 - alternative approaches to, 179–180
 - close, 314–315
 - free food, 179
 - gifts, 179–180
 - innovations, 245–246
 - marketing program, 22–23
 - price-based inducements, 21
 - sales, effect on, 169
 - sales setback
 - bounce-back factor, 323–325
 - generalizing success in, 324
 - getting specific about failure in, 324–325
 - overcoming, 323
 - retraining for success, 325–327
 - salesmanship, 18
 - sans serif typefaces, 151, 189–190
 - score marks, 158
 - scripted close, 310
 - search engine, 14, 240
 - Send2Press, 221
 - serif typefaces, 151, 189–190
 - services, marketing spending, 55
 - 7 x 7 Customer Satisfaction Survey (on the CD), 240
 - shareware programs, 350
 - sidebar, 187
 - simplicity strategy, 48
 - Simpson, Carol (cartoonist), 114
 - skills in marketing
 - copywriting, 18
 - creative thinking, 18
 - graphic design, 18
 - research, 18

salesmanship, 18
 skill-building tricks and 19
 strengthening, 17–19
 smell test, 316
 spec sheet. *See also* sales collateral
 formatting, 164
 information in, 165
 one-page, 142
 overview, 163–164
 as sales collateral, 321
 template, 164
 special offer, 240
 Squarespace, 201
 stamps, 116
 stationery, 68–69, 321
 stock photograph, 94–97, 157
 stopping power, 278–281
 strategic asset, 45
 strategy
 brilliance marketing, 45
 buzz strategy, 51
 choosing, 47–53
 creating, 46–47
 effectiveness-oriented, 45–46
 efficiency-oriented, 45
 improving, 46
 market expansion strategy, 50–51
 market segmentation strategy, 50
 market share strategy, 49
 objectives, 51–53
 positioning strategy, 49
 product life cycle strategy, 50
 quality strategy, 48
 reminder strategy, 47–48
 simplicity strategy, 48
 summary close, 310
 survey, 231–233

• T •

tabloid sheet, 159–160
 telephone sales, 297
 template
 advertising
 call-to-action, 101–102
 image, 98–99
 informative, 99–101
 desktop publishing, 194–198

marketing
 information, gathering, 41–43
 outline, 43–44
 Terapad, 200
 testimonial
 asking for, 286–288
 photographs, 289
 processing, 288–289
 source of, 290
 specificity in, 288
 videos, 289
 text box, 268
 text message, 62, 153
 TIFF/IT-P1 (Tagged Image File Format/
 Image Technology), 96
 Times New Roman font, 152, 188–190
 Tips for Boosting Sales (on the CD), 75
 toll-free telephone number, 318–319
 trade show, 297
 trademark, 125
 Trainer's Spectrum, 138, 249
 transit advertising, 59–60
 trial close, 308–309
 trial-size sample, 318
 T-shirts, 245–246
 Two Dimensions of Your Appeal (on the
 CD), 290
 TypePad, 200

• U •

variable cost, 171, 173
 vector image, 156
 Vermont Woods, 161
 Victoria's Secret, 167–168
 viral marketing, 60–61
 virtual brochures, 343
 virtual catalog, 343
 virtual stores, 343
 VistaPrint, 132
 visual appeal ad
 attractive person in, 113
 basic layout, 95
 call-to-action ad template, 101–102
 humorous cartoons in, 113–114
 image ad template, 98–99
 informative ad template, 99–101
 landscape photos in, 112–113

visual appeal ad (*continued*)
 mood ad, 103–108
 overview, 94
 stock photographs, 94–97
 wisdom ad, 103–108

• W •

Web advertising, 116–118
 Web blog, 64–65, 138–139, 200–201, 297
 Web marketing. *See also* marketing strategy
 contests, 347
 free content, 346
 links, 348
 load time, minimizing, 346–347
 news feature, 347–348
 objectives, 344
 power name, 344–345
 sense of community, creating, 347
 virtual brochures, 343
 virtual catalog, 343
 virtual stores, 343
 Web page
 logos, 137–138
 as media kit, 211
 as source of leads, 318
 special offers, 319
 writing, 281–282
 Web press release services, 221–222
 Web publicity tools. *See also* publicity
 e-mail lists, 220–221
 multimedia releases, 222–223
 Web writing
 clear message in, 282
 errors, reducing, 282
 focus in, 282
 number of words, reducing, 281
 white space, 162
 widget, 66–67
 Windows Live, 200
 wisdom ad, 108–111
 Word Count tool (Microsoft Word), 186
 word of mouth, 67

WordPress, 201
WordPress for Dummies
 (Sabin-Wilson), 201
 wrap-up close, 310
 WriteExpress, 260
 writing
 audience, 261
 case histories, 271
 consistency, 283
 copying good writing, 261
 correcting errors, 283
 customer testimonials, 286–290
 dramatic approach, 261–265, 271
 emotional appeals, 271
 fact-based, 261–265, 270–271
 getting other people's opinions, 272–273
 high involvement, 274–276
 hiring ad agency, 261
 hiring writer, 260
 hybrid ads, 265–270
 identifying omissions, 283
 options, 273
 persuasiveness, 261, 283
 plagiarism, 261
 power phrases, avoiding, 258–259
 power words, avoiding, 258–259
 screening criteria, 270–272
 stopping power, 278–281
 strong headline, 284–285
 templates, 260, 269
 volunteers, 260
 Web pages, 281–282

• Y •

Yahoo!, 14, 240
 Yellow Pages, 12
 Your Marketing Zone Planning Diagram (on the CD), 28
 Your Marketing Zone Program Worksheet (on the CD), 28
 YouTube, 51, 222