

Offline Marketing Simplified

Offline Marketing Simplified

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

DISCLAIMER AND/OR LEGAL NOTICES: The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

Offline Marketing Simplified

Introduction: In February 2006, John Ritskowitz hosted a teleseminar with Michel Fortin, David Garfinkel, Yanik Silver, and JP Maroney. Entitled "Million Dollar Roundtable," it was a chance for these marketing pros to share some of their best secrets for marketing offline, which is something more online Marketers should be doing. Ideally we should all be marketing both offline and online.

Well these folks delivered the goods, and while the call lasted about 2 hours, it still wasn't enough time to get to everything (it never is, right?). So John compiled some of the ideas they talked about on the call, plus lots more ideas to cover the offline marketing spectrum.

Some of these ideas are more traditional, such as yellow pages advertising and classified ads. Of course that doesn't mean they should be neglected.

Other ideas are traditional, but not used as much, or I should say not always used as effectively as they could. Direct response marketing and publicity are two that come to mind.

And then there are really creative ideas that are often overlooked, such as valuable joint ventures and strategic alliances. **Some of these ideas have the potential to really deliver a lot of leads and sales with minimal traditional "work."**

One thing we highly recommend right now: Please print this report out, so you can read it leisurely with pen and highlighter in hand. Otherwise, we all know how many PDFs we have sitting on our hard drive, never to be read or acted upon. Don't let that happen here. **There are too many great ideas here not to**

You'll find these ideas start out somewhat simplistically and gradually get more creative and complex. So dig in and start thinking about how you could apply these ideas to your business today!

Part I – Traditional Offline Marketing

Don't think of these methods as too simple or mundane. They are very effective when done right and combined with other techniques in this report.

1) **Classified Ads** – This is something everyone should be testing in some form or another. It's great for lead generations. You should still have a strong benefit-driven headline and a clear call to action. Free reports work very well with classifieds. My local paper, the Hartford Courant even has an ongoing deal of 3 lines for 3 days – for free! Even adding more lines only ends up costing a few bucks. With a price like that, there's no reason anyone with a website should not be testing ways to draw traffic to the site with classifieds.

2) **Direct Mail** – Nothing beats direct response when it comes to results-driven proven advertising. And messages sent directly to your highly targeted market via direct mail can deliver a terrific return on investment (ROI) when tested properly. There's a wealth of information on direct marketing by Michel Fortin, David Garfinkel, Gary Halbert, Dan Kennedy, and many more experts. Here are some sites where you can learn more:

- ❖ <http://www.successdoctor.com> - Michel Fortin's main site
- ❖ <http://www.world-copywriting-institute.com> - David Garfinkel's site
- ❖ <http://www.thegaryhalbertletter.com> - Home of the Gary Halbert Letter
- ❖ <http://www.dankennedy.com> - Dan Kennedy's site
- ❖ <http://www.srds.com> - The Standard Rate & Data (SRDS) List Book, a great resource to locate mailing lists of nearly any type you can imagine. You can also find it in some larger city libraries.

Offline Marketing Simplified

You have just read the first pages of this ebook.

The full product includes the complete PDF, the editable source file, cover graphics and a private label rights licence. Edit it, put your name on it and sell it as your own.

Get it for £2.68

[https://plrshop.shop/offline-marketing/
136-offline-marketing-simplified.html](https://plrshop.shop/offline-marketing/136-offline-marketing-simplified.html)