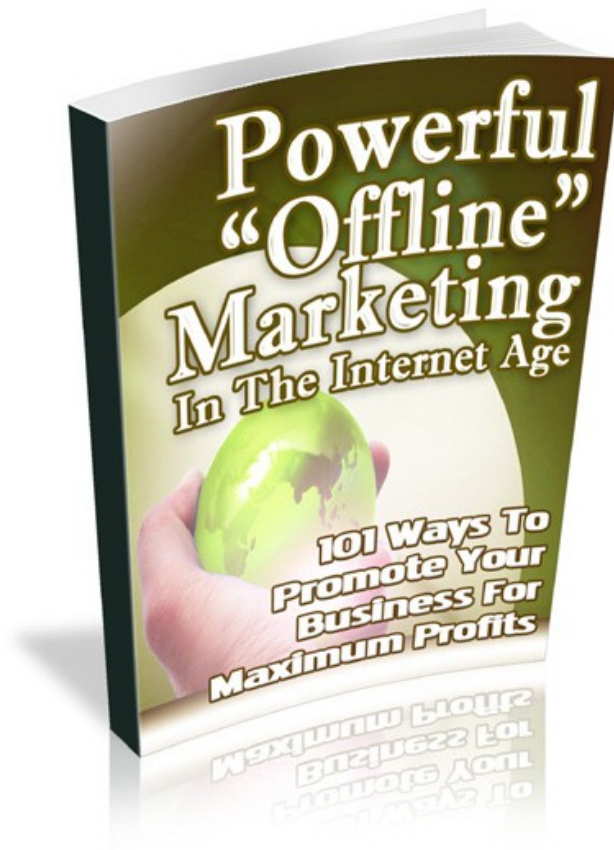




Powerful Offline Marketing In The Internet Age

101 Ways To Promote Your Business For Maximum Profits

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**This Book Will Show You How To Put Creative
Marketing, Free Publicity, and Strategic Joint
Ventures to Work for Your Business So You Can
Sit Back And Watch Your Profits Explode!**

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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

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