

# 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, 53–60  
 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