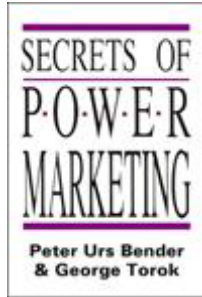


50 Power Marketing® Ideas

from the national bestseller, Secrets of Power Marketing



Secrets of Power Marketing: Promote Brand You!

the first guide to personal marketing for the non-marketer

by Peter Urs Bender and George Torok

Read what the media and business leaders said about Secrets of Power Marketing

- Power is the ability to do work
- Marketing is about sending messages
- Power Marketing is about sending the right messages that work for you.

**This guide is a gift for you
from George Torok
PowerMarketing.ca**

Power Marketing is a registered trademark of George Torok

©George Torok all rights reserved Ver 1.2 2008

You may freely distribute this guide as you wish. You are encouraged to do so. If you think this guide might help a colleague then give or send them a copy. You may not sell or modify it. If you wish to do either then contact the author George Torok at Torok.com If you want to obtain copies of this guide customized with your brand then contact George Torok at info@torok.com or call **905-335-1997**

Personal Message from George Torok



First, thank you for reading this guide. Secondly, congratulations on your desire to be a better marketer. You might or might not be a good marketer already. In either case – one can always learn something to get better. If you are in a competitive business then you might know that often it is just a little bit of an edge that beats out your competition. It is often not about the huge differences – but the tiny things that help us win. And remember it is not what you know that makes the difference – it is what you do with what you know.

Read this guide. You will find both – some big ideas and some tiny ideas. Pick and implement the ones that will work best for you. It is quite likely that you can't or won't use all 50 Ideas. That's normal. Most use a handful of ideas and that is all it takes. Remember the purpose is to win the business – not to use every idea. And if it is one great idea that makes the difference for you – congratulations! You are a big winner.

If you received this guide by registering for my Power Marketing Tips – wonderful. If you have not yet registered to receive your free Marketing tips – then please do so at www.PowerMarketing.ca.

Call me at **905-335-1997** when you want a:

- **marketing tune-up** for your business
- **training program** for your people
- **motivational presentation** for your association conference or corporate meeting

Enjoy and prosper

George Torok

Best Selling Author
Marketing Specialist
Business Consultant
Executive Speech Coach
Motivational Business Speaker

PS: Visit my Marketing Blog at www.GeorgeTorok.com

PPS: Tell me how these tips help you.

Click here to read what business owners said about working with George Torok

50 Power Marketing® Ideas

from the national bestseller, Secrets of Power Marketing

1. Own one day of the year. Create an annual promotion, sale, or event. There are 365 days in the year. You can claim any one or more of them. Look for creative ways to link your business promotion to anniversaries, holidays or seasonal events.
2. Barter your product for media advertising. Approach the media to trade your product or service for theirs. Or work through a barter exchange group to do the same thing.
3. Run a cross-promotion with another business. They put your offer on display and you give coupons for their products. There are many variations of this one. You set up a booth in their store. You donate your product as a prize for their contest.
4. Honor your best customers. Grant them an award or put their picture on the wall in your shop. Send them flowers. Give them a ride in a limousine. Create a special event or club. Call them platinum members. Hotels and airlines do this for their best customers.
5. Volunteer some of your time with a charity you support. This is a great way to connect with other community volunteers of similar interests. Which charity do you pick? One that means something special to you, your staff or your best customers.

6. Join and be active in your chamber of commerce and/ or trade association. Leverage your membership for research, networking and profile. You will get the most benefit by being active on a committee. You might become president to get the highest profile. Serve as the marketing chair or public relations contact to get opportunities for great publicity. Be the membership chair to get you high recognition within the organization. Learn about “Your Guide to Networking Success”.

7. Nominate your clients for community, chamber or association awards. They will remember you – especially when they win. People will be flattered and grateful for your public recognition of them. Ask your best clients, “What associations do you belong to?” Then follow up to nominate your client for the awards.

8. Break a ‘rule’ of your industry to stand out from the crowd. If you want to stand out – you need to be different. Dell broke the industry rule that said that “manufacturers sell to retailers and retailers sell to the public”. Dell sold direct to the public. They were not the first to do this. But they were the first to do it in the PC market. They became the leader in the direct sell PC market.

9. Sponsor a community team, charity or special event. Sponsoring is friendlier than advertising. When you advertise we know you are trying to sell us something. When you sponsor a group, cause or event we like – then we are more likely to like you. And we would rather do business with those we like.

10. Deliver a free information seminar. Invite your clients and prospects. If better information would help your prospects buy from you – then offer them free information. Delivering a seminar portrays you as an expert and you are perceived as educating instead of trying to make a sale.

11. Deliver speeches for associations, networking and service groups. It portrays you as a leader – because we perceive public speaking to be a key leadership skill. And it raises your profile and credibility. Target your audiences for the best return on your time. For tips on creating and delivering an effective speech visit www.SpeechCoachforExecutives.com

12. Send post cards to your best clients when you travel. Don't say, "Wish you were here". Instead write something short and positive. Always write your name clearly. It is a waste if they can't read your name. All you want to do is help them to remember you. Your postcard might even make them smile or laugh – which is a great way to be remembered.

13. Attend your high school, college or university alumni events. You will be surprised at how people who attended the same school in different decades will greet you like an old friend. Remember the quickest way to build a relationship is to find something in common. So reminisce about the good old days at your alma mater.

14. Dress the part. If you sell relaxation – wear casual clothes. If you are a banker wear your banker's suit. Tinker, Tailor, Soldier, Spy – look the part. We still evaluate you on how you look. And if you want to dress differently than your competition – dress up – not down. You want to look better than the competition.

15. Be easy to reach. That doesn't mean you must answer your cell phone anywhere and everywhere. That could be disruptive. Make your contact information easy to find. When you can't (or won't) answer your phone have it answered by a responsible person or send it directly to voice mail. Keep your voice message clear simple – then check it often.

16. Apologize when you mess up. You will mess up – it is a law of nature. Don't pretend to be perfect – you aren't. So when things go wrong – even if you are only partially to blame – apologize. Your customers will remember and talk about how you apologized to them. They will become more loyal to you. Sometimes, good customer service means saying you're sorry.

17. Position yourself as number one in your market by creating your niche. Carve out your unique position. Although there are a number ways to be number one in your market the simplest and most effective is to create your niche. Define your market the way you want it – then stake your claim. Domino's Pizza did not claim to be the best pizza – instead they created their niche – “Fresh hot pizza in 30 minutes or its free”. They created that niche. They are number one in that market.

18. Have breakfast or lunch with your best customers and ask for their ideas. Ask them about their problems and challenges and how you might help them. Don't sell during these meetings. Just ask questions and listen for opportunities. And build the relationship.

19. Do outrageous and crazy things. The best marketing is when others talk about you. We talk about what is unusual. It doesn't have to be all that weird – just different from the norm. Normal is boring and boring doesn't sell. The leaders in any field are not normal. These are obsessed about something. It is that obsession that fuelled their success.

20. Write tips lists for your customers – like this one. Then give them out and post them on your website. We want things to be simplified. If you can write (or have someone write for you) then you can help us understand things. We will reward you with our respect and possibly our business.

21. Build relationships with the media so they might quote you. The media needs stories and information. The media is in the advertising business. They need to package that advertising with news and stories to sell the advertising. You can be a source of news and stories about your business and industry. The media needs to get it somewhere. They might as well get it from you. And the best way to build the relationships is to stay in contact. Keep them informed. Have coffee with them and send them chocolates. For much more on working with the media - Read Chapter 3 of [Secrets of Power Marketing](#).

22. Send news releases and information to the media often. They don't need to use every one. Learn how to write the news release so it grabs them. The news could be about your business, your customers, the industry... It could be about things that happened, are happening or might happen. Read [How to Write Your News Release](#) in the [Torok Online Library](#).

23. Be seen as the expert by offering advice - in person, through your website, and/or media appearances. Become known as the go-to person for your industry or expertise. Do that by giving free information and controversial statements. If you were saying the same as everyone else why would we listen to you? Be easy to talk to, simple to understand and reachable.

24. Celebrate your milestones and success in the media and with your customers. We love a parade. We love a party. Even if it is not our parade or our party. Look at the parades and parties for sports championships. The team won but the rest of the city (and sometimes country) goes wild. You might not get the same following as the World Cup or the World Series – but even a little of that winning feeling is worth it. What might you celebrate? First big contract, five years in business, new office, industry award, new product...

25. Say “thank you” often, in writing and mean it. This is big. It is such a simple thing to do. We want to be thanked. How do you feel when you are thanked? How do you feel when you expected to be thanked but were not? A verbal thank you is nice – but easily forgotten. An email is too cold. The simplest and very powerful way to say thank you – is with a hand written note. This one technique alone will make you memorable and fortify your relationships.

This technique is so important that I repeat it for you. Say “thank you” often, in writing and mean it.

26. Say congratulations often, in writing and mean it. Almost as powerful as the “thank you”. It taps into our need to be recognized for who we are and what we do. The power of these two is so strong it is almost subliminal. What might you congratulate others on? Reaching milestones, new developments, media coverage, personal achievements...

27. Love your business and let it show. Passion is the mightiest sales & marketing tool. Who wants to buy from a grump? Who wants to work for one? Who wants to sell to one? If you don’t love your business – get out fast. If you don’t love it – your customers and staff might help you get out faster than you want. Love what you do. Show it in how you greet your customers, staff and associates. Decide what impression you want others to have of you – then show it.

28. Associate with winners. Be seen and known by successful people and companies. We judge you by who you associate with. If you want to be successful – hang around successful people. Why? Because you will learn from them, they might inspire you, and others will associate you with successful people. You need your game focused on winning – not losing.

29. Stay fresh. Occasionally meet with someone who knows nothing about your business and tell him or her about your challenges. Ask their advice and then listen. They will ask the best questions and offer the most creative ideas. They don't know the rules that might be constraining you. Ask them about their business. Look for patterns and principles that you might transfer to your business.

30. Study your competition. Know and respect their strengths and weaknesses. Then position yourself to be completely different. Don't go head to head. Avoid price wars. And stay in touch. John F. Kennedy said, "Keep your friends close and your enemies closer."

31. Encourage your best customers to recommend you to their friends. Remind them and make it easy for them to refer you. And offer them a reward. Referrals are the best kind of business. Someone they trust establishes the trust for you.

32. Ask your best customers to write testimonials. Make it easy for them to help you. Show them what others said. Write them a draft letter and suggest that they change what they want. Then send that to your prospects and post on your website. Use your testimonials in your ads, in your newsletter on your website and in your store.

33. Stay in touch with your customers and prospects. Call and/or visit them regularly. Send them information – articles, testimonials and special offers. Don't let them forget you. How often should you contact them? Ask them. They will tell you – then do what they say.

34. Be seen as an expert. Stay leading edge in your business through ongoing reading, training and development. Offer ideas, advice and questions that prompt your customers to exclaim “ah-ha”. For more tips on how to be seen as an expert read [Market Yourself as an Expert](#)
35. Exceed expectations. Always under promise and over deliver. Don’t promise what you might not be able to do. That would make you a liar. Is that the way you want to be known? The temptation is to promise too much. Be realistic – then deliver just a little more.
36. Believe in yourself. Confidence is powerful and seductive. Confidence conveys success. Past, present and future. If you want your customers to feel confidence about their success from buying from you – you need to convey that confidence. If you are nervous and desperate we can tell. We might believe that you can’t be any good if you are this nervous. I am not talking about arrogance. Just a calm projected self-confidence.
37. Build, maintain and use an accurate database. Know who your customers are. Look for patterns and anticipate their need. CRM, database management – whatever you call it – the bottom line is knowing about your customers. Who they are, what they do and when. Use a good computerized customer database system. Use it to track what happened and help you plan the next steps.
38. Make it personal. Learn personal information about your customers. Their sports, hobbies, interest, values and dislikes. How do you feel when you walk into your favorite restaurant the maitre d’ calls you by name, escorts you to your favorite table and brings you your favorite drink? Or maybe you remember the TV show, Cheers – “where everybody knows your name”. Imagine making your customers feel that good.

39. Introduce your customers to people they want to meet. It might be prospects, community leaders or the media. Your customers are people. They have goals and dreams, careers and business. Who do they want to meet? How might you help them connect with those people? You operate in different circles than they do. And it is said that we are all only six degrees (people) from anyone on this planet. Ask your customers, “Who do you want to meet?” Maybe you can help them. Maybe you can introduce them.

40. Recruit your suppliers. Make sure they know about your business. Put them on your mailing list. Pay them on time and ask them to promote you. Your suppliers want you to succeed. They want you coming back for more business. They will talk about you. Keep them informed about your business – goals, new products and achievements. Your suppliers are free marketing agents. Your suppliers are anybody you spend money on.

41. When you give your customers a break on a discount – send them the invoice showing the discount they got. Print the invoice with the regular price. Then print, “special one time discount”. Make them feel special and show them the regular value.

Or maybe you delivered a service for free. Never give something for free. Instead, send them the invoice for the full amount. Cross out the price by hand and write in bold letters – “No charge”.

42. Test your marketing. Ask your best customers how they would describe your company and service to others. You might be surprised at what they say. This is inexpensive and easy marketing research. If you want useful feedback – ask those who care about you.

43. Pick a cause or charity to support. It should be one that you believe in. If your prospects like that cause they are more likely to like you. Then make a big deal about your support to that charity.

44. Write a column for a paper or magazine. That positions you as an expert. It is free promotion for you and it conveys more credibility than a paid ad. Writing is one of the most powerful ways to establish you as an expert. Maybe you are not yet a good writer. That's ok. I wasn't either – until I wrote my first book. I discovered that it is a skill that can be improved. Remember that writers always need editors to clean up their scratches to make it readable. Hire a good editor.

45. Send photocopies of your articles or news coverage to your customers and prospects. Few people actually saw your article or article when it published. So be kind to them. Send them the photocopies. Send the copies to your clients, prospects, associates and media contacts. And yes you can send it to your family and friends too.

46. Get yourself nominated for awards. Announce the nomination and if you win tell everyone. You might encourage others to nominate you for awards. You might nominate yourself. When you are nominated – tell everyone. Every community, chamber and association has annual awards. Watch how the movie industry masterfully leverages the nomination game. You don't have to win to make the news. Nomination is news itself.

47. Enjoy what you do. Smile. Have fun. That is contagious. A smile is the one gesture that is universally understood. If you smile – you look friendly, you look confident, and you look like a friend. Notice how you feel when others smile at you. Imagine how your customers might feel when you smile at them – even on the phone. Al Capone said, “You get more with a smile and a gun than with a gun alone.”

48. Recommend your colleagues. They will recommend you. What goes around comes around. Read “Your Guide to Networking Success”.
49. Be consistent and persistent with the messages you send. Everything you do and say must send the same message. Don’t talk about quality one day and price the next. Those two messages are not consistent. You can’t be both the biggest and smallest. Decide who you are – then be that – every day. It might seem boring to you. But it makes it easier for your customers to understand.
50. Do something crazy and daring at least once a year. That’s how you grow as an individual and a business.

Crazy is relative. What did you do last year that your competition or customers consider to be crazy? If you can think of nothing then maybe you are right.

What could you do this year that your competition or customers might consider crazy?

Why would you do something crazy?

It might get you noticed.
It might push you into a new market.
It might reinforce your market position.
It might teach you something.
It might lead to new ideas.
It might be fun.

That was your 50 ideas as promised. Here are two more ideas for you.

Bonus # 1

51. Go the extra distance. Surprise your customer with extra value – at no extra charge.

52. Compliment them. Get into the habit of complimenting others – especially your customers and suppliers. The more you give – the more you get.

Sometimes it helps to hear the powerful words of powerful people.
Turn the page to discover your second bonus.

©2006-2008 George Torok is co-author of the national bestseller, “Secrets of Power Marketing”, the first guide to personal marketing for the non-marketer. George Torok works with organizations to help them grow. He delivers keynote speeches, training programs, specialized consulting and personal coaching.

To arrange for your marketing program or speech call 905-335-1997.

Register for your free Marketing and/or Presentation tips at www.Torok.com

For help with business presentation skills visit
www.SpeechCoachforExecutives.com

For tips on business networking visit
www.business-networking-tips.net

Bonus #2

Powerful Words from Powerful People

You can have everything in life that you want if you will just help enough other people get what they want.

Zig Ziglar

It's better not to work than to work in something you don't want to be working in.

Andy Garcia

Your most unhappy customers are your greatest source of learning.

Bill Gates

I buy when other people are selling.

J. Paul Getty

There is nothing impossible to him who will try.

Alexander The Great

A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be.

Wayne Gretzky (The Great One)

Sometimes when you stand face to face with someone, you cannot see his face.

Mikhail Gorbachev

Bonus #3

Enjoy this excerpt from...

Your Guide to Networking Success

Principles, Strategies, Techniques, Examples and Tips to help you Get More Business by Building Stronger More Profitable Networks.

Time is the only non-renewable resource. Use it wisely.

Peter Urs Bender

1. Maximize your time and message

How do you get more from your networking time? Plan your networking both strategically and tactically.

Create a networking plan that fits your business plan. Choose networking groups that fit your plan. In selecting your networking groups ask yourself these questions. Who do you want to do business with? Who do you want to associate with? Who do you want to be known by? Who can help you do more business?

The best groups to join and visit are those where your best prospects belong. Some associations allow supplier members. That is letting the fox in the henhouse.

The next best is one where you will find possible allies or advocates. These are people who because of their positions might influence others to do business with you. This might be a referral, “I heard they were looking...”, “You can use my name...” or an endorsement and direct introduction.

The third-best networking groups are ones where you might find second best prospects, secondary referrals and social contacts.

Some groups might be a combination of these three types.

Excerpt from...

Your Guide to Networking Success

Principles, Strategies, Techniques, Examples and Tips to help you Get More Business by Building Stronger More Profitable Networks.

Be clear on your reason for joining. And be realistic about your expectations. Networking is marketing and it takes time to pay off. For each group that you join set a timeline of tasks, goals and decision points. Then track, review and adapt as needed.

Networking is not the goal. It is a means to a goal.

Choose networking events that fit your tactical plan. Decide before you attend what you plan to accomplish at the event. It might be: find five new prospects, meet three new advocates or discover a promotional partner. Once you have accomplished what you targeted then you can relax and socialize – or leave.

If you want just to be seen – then breeze in – shake some hands and leave.

Networking is an inexact science so be clear on your expectations; plan then follow through.

Networking works. It can be very profitable for you if you follow a networking system. This guide offers you a system for your networking success.

This is only one of 15 strategies to help you become a more profitable networker within 30 days. Do you need help finding the right contacts, being remembered, presenting yourself confidently, leveraging your contacts, remembering names, leading constructive conversation, crafting and delivering your 30-second, 50-second and 10-minute messages...

Click here to learn more about “Your Guide to Networking Success”

Get your own copy at www.NetworkingExposed.com

50 Power Marketing Ideas – summary

(Stick this list on the wall over your desk)

1. Own one day of the year
2. Barter for media
3. Cross-promote
4. Honor your best customers
5. Volunteer for a charity
6. Be action in your association
7. Nominate your clients for awards
8. Break a rule of the industry
9. Sponsor a team or charity
10. Deliver a free seminar
11. Deliver a speech
12. Send post cards
13. Attend your alumni events
14. Dress the part
15. Be easy to reach
16. Apologize
17. Be number one
18. Meet with your best customers
19. Do crazy things
20. Write tips lists
21. Build relationships with the media
22. Send news releases
23. Be seen as the expert
24. Celebrate milestones
25. Say thank you
26. Say congratulations
27. Love your business
28. Associate with winners
29. Stay fresh
30. Study your competition
31. Ask for referrals
32. Ask for testimonials
33. Ping your customers
34. Be an expert
35. Exceed expectations
36. Project confidence
37. Maintain your database
38. Be personal
39. Help your customers connect
40. Recruit your suppliers
41. Send no-charge invoices
42. Test your marketing
43. Support a charity
44. Write a column
45. Distribute copies of your articles
46. Be nominated for awards
47. Smile
48. Refer others
49. Be consistent and persistent
50. Be daring once a year

Plus Bonus Ideas

51. Go a little extra
52. Compliment others

Extra Bonus

Be a more powerful Networker
Order Your Guide to Networking Success

Get your own copy of
Secrets of Power Marketing