

Worksheet 4

Promotion:

How will you promote your business to potential customers? Please check all that apply.

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|--|--|
| <input type="checkbox"/> business card | <input type="checkbox"/> blog |
| <input type="checkbox"/> brochure | <input type="checkbox"/> podcast |
| <input type="checkbox"/> personal selling | <input type="checkbox"/> newsletter (online or printed?) |
| <input type="checkbox"/> telemarketing | <input type="checkbox"/> trade shows |
| <input type="checkbox"/> building signs | <input type="checkbox"/> flyers |
| <input type="checkbox"/> vehicle signs | <input type="checkbox"/> direct mail |
| <input type="checkbox"/> website (with video?) | <input type="checkbox"/> word of mouth |
| <input type="checkbox"/> networking (where?) | |
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Advertising (Please check all that apply.)

- Yellow Pages
 - Daily newspapers
 - Alternative weekly or monthly newspapers
 - Consumer magazines
 - Trade journals
 - Industrial directories
 - Chamber of Commerce directories
 - Coupon books
 - Programs and bulletins (theater, sports, church, etc.)
 - Restaurant placemats
 - Billboards
 - Cable TV
 - Local radio stations
 - Other (Please specify.) _____
- Public relations (Please circle those that apply.) open houses, thank you notes, testimonials, sponsorships, donations, volunteer work
- Publicity (Please circle those that apply.) press releases, articles in local, regional or national publications, public appearances, speaking engagements, teaching
- Promotions (Please circle those that apply.) toll-free telephone number, free samples, give-aways, coupons, incentives, closeouts, point-of-purchase displays, contests, sweepstakes, frequent buyer cards

If you plan to use direct mail, how will you establish a mailing list?
