

Marketing Outside the Box

Rhonda Swan

How I came up with these ideas and why?

Started off with low budget

Wanted to get into action

I am a lifestyle person and wanted to find people like me

Taking action and expanding your mind in this category is KEY.

1. Begin by writing down who you are looking for

I am a lifestyle person- looking for people that live their lifestyle

2. Where would they be?

3. What do they do or want to do

This brings us to my first form of Out of the Box Marketing:

“Nobody who bought a drill actually wanted a drill. They wanted a Hole. Therefore, if you want to sell drills, you should advertise information about making holes-not information about drills”- Perry Marshall

Drop Cards/ Opportunity Cards

What they should look like?

I like Pictures- Real-estate Philosophy

What should they say?

Name, local phone number, email and website or personal splash page.

Ex. We teach people how to create wealth and live the lifestyle of their dreams!

We teach you how to create Financial Freedom

How to be at home with your kids and still earn an executive level income

Where to put them?

Coffee Shops/ local sandwich shops/ book stores

Bills

Philosophy- Meet the owner...Create a 3rd party recommendation

Resource: www.Vistaprint.com

Tri- fold flyers

What they should look like?

Template that explains the opportunity and the lifestyle it offers

Small bio about yourself and your contact information

Where to put them?

Similar to opp cards.

Also have them distributed to your local area.

Flyer distribution in San Diego

Buy lists

Resource:

Vince

Val Mart 619- 309-7716

Direct Mail

Waterbottles

What they should look like?

Headline that sells the hole. Mine is Wealth Creators with my website

Where to put them?

Favorite is local races, marathons, 5k's any type of local event.

I have them always in my home, golf course at the gym. This is a great conversation piece for PCM.

Athlete Philosophy:

How to find races or events:

Google your city: San Diego races or marathons.

Contact them and tell them you would like to donate water bottle to their race.

Have a table set up or have them hand them out.

Resource: Pinnacle Promotions.com and 4imprint.com (US, UK, Canada) \$.49 each-\$1.00 Co-op also with a generic website for you both.

License Plate Frames and stickers on car

Drive a great car, be classy.

Chrome plate covers

Website on back of window or side.

What should they say?

Wealth Creators with website

Live the Lifestyle

Sky's the limit

Resource: betadesigns.com and giftfactoryworld.com/customframes

Google search license plate covers