

The Ultimate Marketing Plan Checklist

WARNING: Use 5 or more of these tactics and your competition will look like chumps



✓	Marketing tactics that will skyrocket sales!
	Is your offer irresistible?
	Are you being boring?
	Are you using testimonials?
	Are you using a clear and compelling Unique Selling Proposition ?
	Do you offer a guarantee ?
	Do you have a premium pricing strategy ?
	Are you using specialist positioning power?
	Are you using a direct mail sequence ?
	Can you use a recorded message to reduce sales staff needs?
	Do you have an expiration date in the offer?
	Can you “plus” the product, service or business?
	Can you “minus” the product, service or business?
	Can you do it with size?
	Can you change it with color?
	Can you change it's market ?
	Can you make a price change?
	Can you resurrect the old?

Your Strategic Marketing Partner

<https://strategicmarketingpartner.com>

