

**“Massive Action”
How To Get Big
Results FAST Using
The Principle Of
Massive Action!**



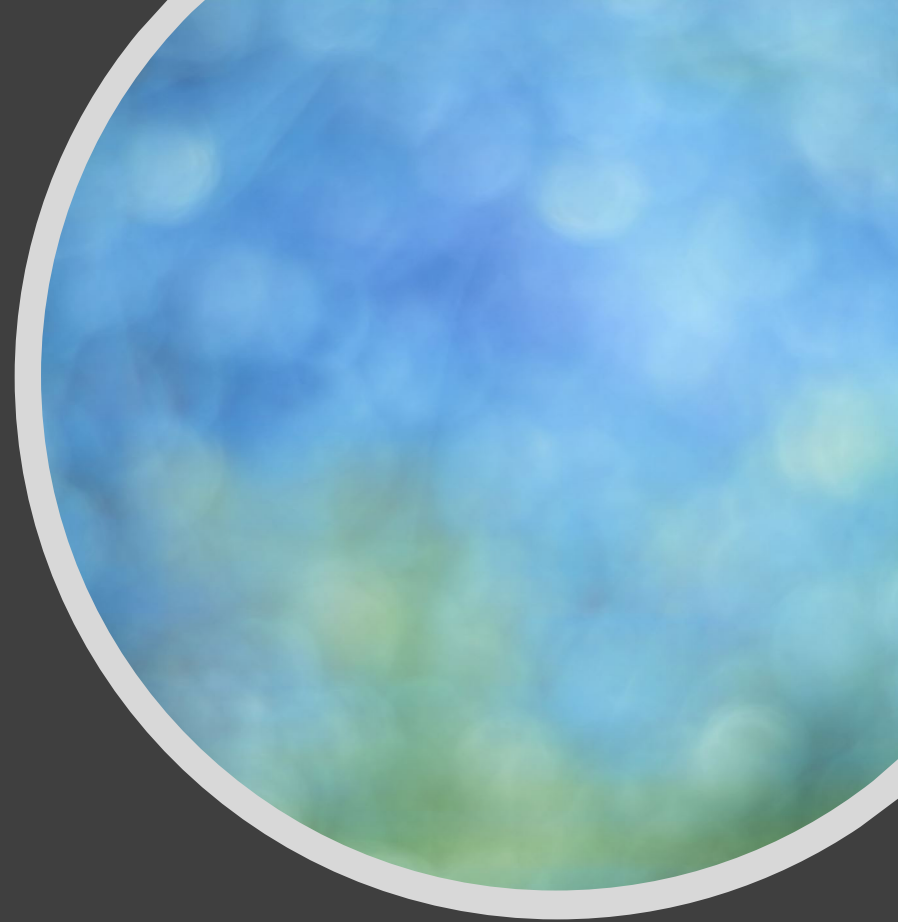
Today's Agenda

What is your biggest business challenge?

Principle Of Massive Action

How to implement

Tips & Strategies



What Is Your #1 Biggest Business Challenge??

- Revenue
- More clients
- Financing
- Time management
- Project management
- Hiring an assistant
- Technological
- Website
- Personnel problems

Write It Down Now!



The Principle Of Massive Action

- Dan Kennedy
- Bank Loan Story

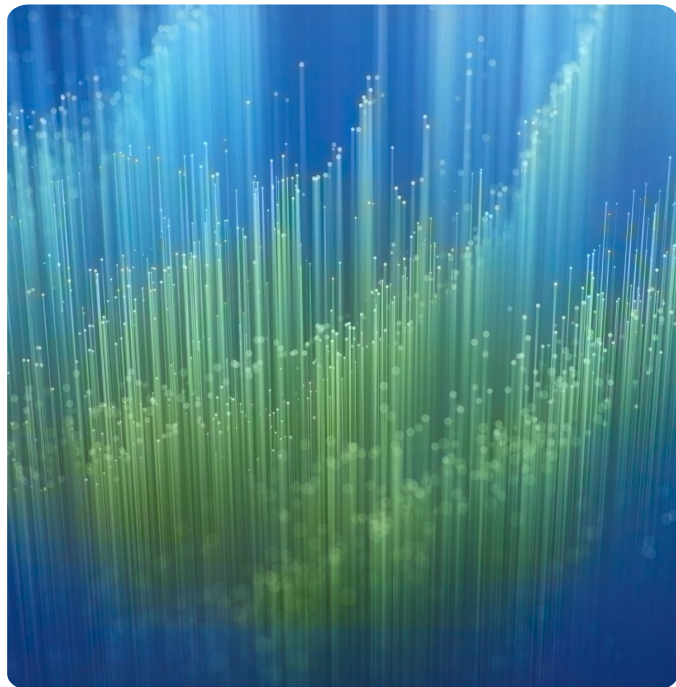
Small Action

- One solution at a time
- What if you run out of time
- Lost opportunity cost
- Demoralization

Massive Action Defined

Make a list of at least 10 solutions to your problem.

Do all 10...At ONCE!



Benefits

Find the solution FAST!

Get results FAST!

HUGE psychological boost!

Carpet Cleaning

Massive Marketing Action

1. Pray
2. Finish 24-hour consumer message
3. Contact all endorsers (after newsletter)
4. Contact 40 endorser prospects before August 1st
 - vets
 - allergists
 - realtors
 - Abby carpets
 - re-contact Arla Chalmers
5. Direct mail to homeowners
 - pre-natal
 - household income of \$100,000+
6. Test market 24-hour message
 - newspaper flyer insert
 - doorsteps
 - newspaper ad
 - val-pack ad
7. Letter to previous commercial clients
8. Joint venture w/carpet retailers
- reminder notices
- kit for new carpet owners
9. Letter to Décor & Design referrals
10. Referral contest
11. Awards for repeat clients (Heather)
12. Market to commercial clients
13. Letter to C-21 marketing lady (husband is Ken Willis. 1541 Meadowlark. 673-4008)
14. Free carpet cleaning contest (lead generation)
 - all endorsers
 - newspaper insert
 - households w/income \$100,000+
15. "Worst carpet cleaning" testimonial contest for new clients (lead generation)
 - all endorsers
 - newspaper insert
 - households w/income \$100,000+
 - hand delivered letters
16. Put consumer message 800# on everything
17. Letter and marketing system for new homeowners met through realtors



Mortgage Biz

- Contact 20 Realtors
 - Pinnacle Club mailers: 200
 - Refinance mailer to past clients
 - Newsletter insert: special offer to past clients
 - Referral contest
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- Book training seminars at 5 largest real estate offices
 - Financial management dinners
 - Ugly yellow signs
 - Speak at board of Realtors: Invite to marketing seminar
 - JV with architects, divorce attorneys, financial management planners.

Floor Covering

- Re-connect campaign
 - Shock-and-Awe
 - Testimonials
 - Target farming
 - Design Audit
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- Direct response website
 - Referral program
 - Joint Ventures
 - Delayed lead drip-campaign
 - Referral contest



**Jim's Weird
Experiences
With Massive
Action**

WRITE DOWN
YOUR
MASSIVE
ACTION LIST

