

CHAPTER 1

The “How To” Marketing Toolkit & Templates



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The “How To” Marketing Toolkit & Templates explained.

What This Chapter Covers

My low-cost marketing system. This toolkit will cover everything you need to know about marketing to be able to start generating leads, without spending a lot of money on advertising and promotion.

Costs & Requirements

- None are essential.
- There are time saving tools that I use that add a small monthly cost.
- Internet access, email and a phone may be required throughout this toolkit (not restated in each chapter).

Step-by-Step Instructions

My Low-Cost Marketing Approach Was Born Of Necessity

Marketing is a vital part of any business. It’s how an organisation can connect with customers to drive its sales. Many people use external agencies to do their marketing for them, which comes at a cost. Also, results are often not guaranteed. Paying for marketing is fine if you can afford it, and it can be quicker and easier. However, not everyone has a budget to risk for their marketing activity.

When I started my business finance brokerage business, I didn’t have any budget to spend on marketing and promotion. Fortunately, I had worked in marketing for the last 25 years. Therefore, I developed a low-cost marketing approach to attract new customers, without spending any money (or very little).

I used this approach to build my business to a point where it now supports a comfortable lifestyle for my family. Therefore, I have proven that this process works.

It does rely on hard work, and it takes a lot of effort. However, it can be successfully implemented with minimal expenditure. The remainder of this toolkit will give you the know-how to follow my process.

People Have Asked How I Can Spend Nothing On Marketing

People are often shocked when I say that I don't spend anything on marketing, they are frequently intrigued and want to know more. Therefore, I decided to write down exactly what I do, so that others can replicate my system of marketing and promotion.

Does It Only Work For Financial Services?

During my marketing career I have promoted lots of different types of businesses Hence, I know that the elements of my method are not exclusive to my business sector (financial services). You can use my methods in many types of business, although you may want to adapt some aspects. To answer the question, it can work for most organisations.

How The Material Is Structured

The remainder of these chapters explain the detail of the approach that I have used so that you can copy my approach and use it for your business. I have also included various templates to help you. Again, you can take those and tailor them to your organisation.

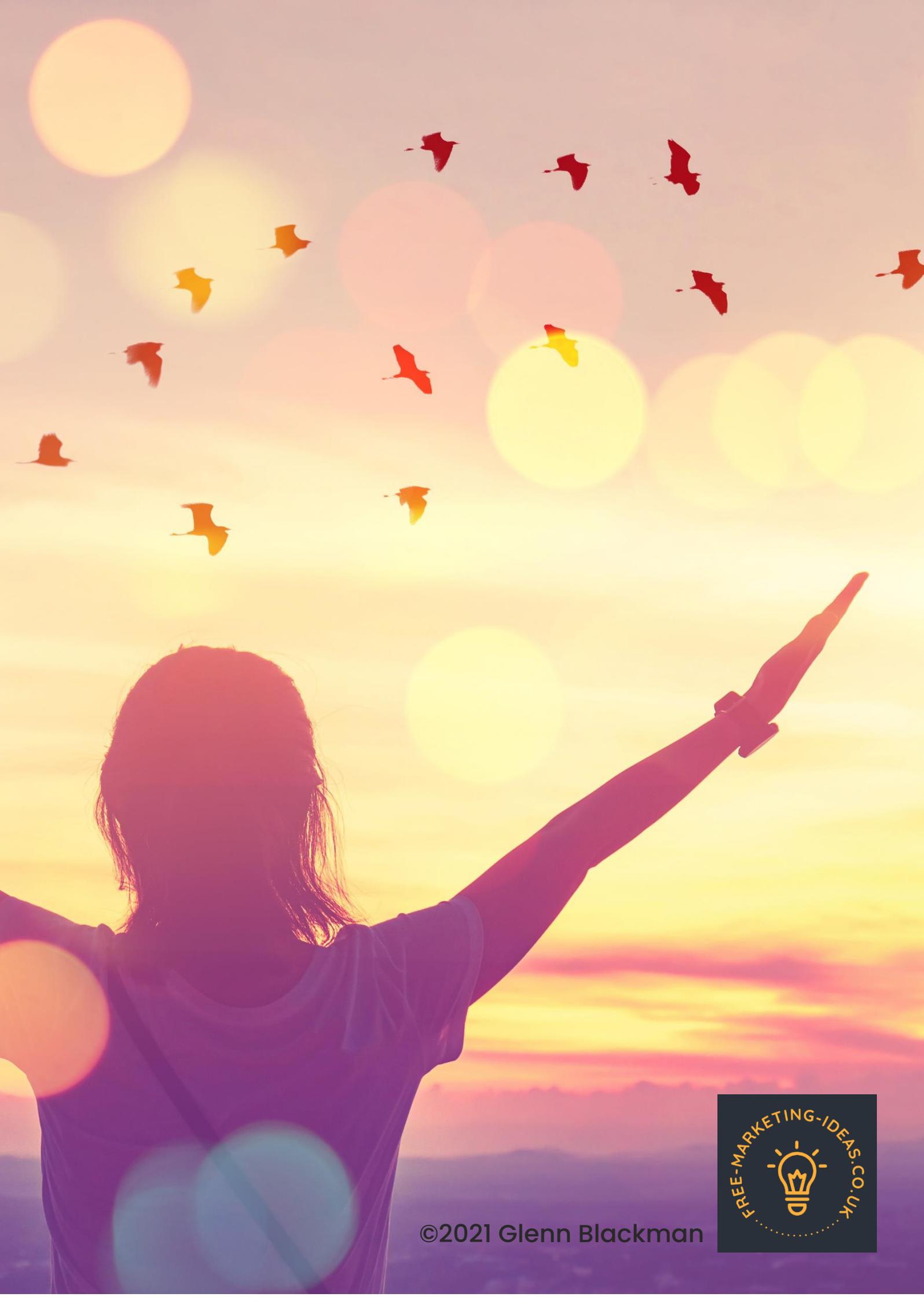
Checkpoint Summary

- 1. I didn't have any marketing budget for my business, so I built it up using promotional methods that didn't cost anything (or very little).**
- 2. You can use those methods, and the templates included within this toolkit, to build your own business.**
- 3. Paid marketing also works. It may even deliver results more quickly. However, it requires a budget, and for you to accept the risk that it may not work.**

Other Information

Get The Rest Of The Toolkit

[DOWNLOAD](#) the rest of the "How To" Marketing Toolkit, all the templates and the BONUS material on building passive income.



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