



Grow Your Business In 5 Days

DAY 4 - TUTORIAL #8

ONE PAGE ACTION PLAN

#8: The Moving Parade

STEP 1: Decide how many times each year you will contact your target market.

Remember, this should be AT LEAST 12 times a year.

STEP 2: Decide what types of marketing pieces you will send to the potential market.

This can include direct mail pieces such as the ones we discussed in tutorial #4 and ideally your monthly PRINTED newsletter.

Remember, the key is to ensure whatever you send stands out and rises above the clutter!

STEP 3: Apply your follow up system.

This means you should have set dates throughout the year when you'll be sending your marketing material to your target market (be mindful of any seasonality in your industry – you'll want to send more prior to these busier times).

Schedule them every year otherwise they won't get sent!



The Moving Parade is so simple, yet few people know this basic phenomenon even exists. Remember, it exists in EVERY industry.



None of these proven strategies are rocket science. However each one when applied correctly will ensure your success. Taking advantage of the Moving Parade is a relatively easy strategy to apply – so make sure you do it!

