

## Worksheet 4

### Promotion:

How will you promote your business to potential customers? Please check all that apply.

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|--|--|
| <input type="checkbox"/> business card         | <input type="checkbox"/> blog                            |
| <input type="checkbox"/> brochure              | <input type="checkbox"/> podcast                         |
| <input type="checkbox"/> personal selling      | <input type="checkbox"/> newsletter (online or printed?) |
| <input type="checkbox"/> telemarketing         | <input type="checkbox"/> trade shows                     |
| <input type="checkbox"/> building signs        | <input type="checkbox"/> flyers                          |
| <input type="checkbox"/> vehicle signs         | <input type="checkbox"/> direct mail                     |
| <input type="checkbox"/> website (with video?) | <input type="checkbox"/> word of mouth                   |
| <input type="checkbox"/> networking (where?)   |  |
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Advertising (Please check all that apply.)

- Yellow Pages
  - Daily newspapers
  - Alternative weekly or monthly newspapers
  - Consumer magazines
  - Trade journals
  - Industrial directories
  - Chamber of Commerce directories
  - Coupon books
  - Programs and bulletins (theater, sports, church, etc.)
  - Restaurant placemats
  - Billboards
  - Cable TV
  - Local radio stations
  - Other (Please specify.) \_\_\_\_\_
- Public relations (Please circle those that apply.) open houses, thank you notes, testimonials, sponsorships, donations, volunteer work
- Publicity (Please circle those that apply.) press releases, articles in local, regional or national publications, public appearances, speaking engagements, teaching
- Promotions (Please circle those that apply.) toll-free telephone number, free samples, give-aways, coupons, incentives, closeouts, point-of-purchase displays, contests, sweepstakes, frequent buyer cards

If you plan to use direct mail, how will you establish a mailing list?

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