

Top 10 uses for your TCOB Tool

- 1) Send to your current satisfied customers and ask them to send you a testimonial and give you permission to use it
- 2) Send to your past customers and ask them to send your TCOB Tool to any friends, family members, neighbors or co-workers that may need your products and/or services.
- 3) After a job is complete, service performed or products purchased email that customer with your TCOB Tool and ask them to give you a report of the service and/or merchandise they received.
- 4) Collect business cards and send your TCOB Tool to them and remind them that you met them at some point in time and would like to re-kindle your relationship.
- 5) Talk to your best advocates. Advocates are those individuals who absolutely love to share your business with others. Send your TCOB Tool to them and request that they send it to everyone in their email database.
- 6) When networking, this give you an opportunity and reason to easily follow up with anyone. Just ask them, “Do you mind if I email you my Video Commercial Message?” Believe it! They will think it’s very cool and share it with others.
- 7) By offering some form of coupon with a “deadline” and/or “call to action,” you provide longevity of your company name because they will be more inclined to keep your email because it has VALUE in the form of offer or promotion.
- 8) By having a brochure link on your TCOB Tool, you make it possible for potential customers to print out and review your brochure or they will just save your email.
- 9) One of the best means of using your TCOB Tool is to create follow up video commercial messages, thank you commercial messages, messages about sales or promotions and so forth.
- 10) AND...the 10 use and best use for the TCOB Tool is that you will use it and actually start marketing the way you should. It’s easy, cost effective and it WORKS!

Get rid of those helpless marketing feelings and call us NOW at 502.243.9353.