

Essential Elements Of Marketing

1. U.S.P. / Catalyzing Statement
2. Direct Response/ Gillette Effect
3. Pictures
4. Testimonials
5. Benefits VS Features
6. Call To Action...Scarcity, Urgency, Intensity
7. Massive Amounts Of Dissemination
8. Add Ons/Bonuses...Massage, Orthotics, Books...Free/Comp!
9. Tap Into Social Media...NOW (Facebook, Twitter, YouTube)
10. Website (opt in box, tri-pack, blogs, welcome video)