YOUR MARKETING HANDBOOK

Marketing doesn't have to be expensive.

You just have to do it.

29 short chapters on getting customers, keeping them and getting them to send their friends, without spending a fortune.

Harris Birken
yourmarketinghandbook.com

DO SOMETHING.

Marketing doesn't have to be expensive. You just have to do it.

A field guide for small business owners who would rather do something than wait for perfect.

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YOUR MARKETING HANDBOOK

Marketing Doesn’t Have to Be Expensive. You Just Have to Do It.

By Harris Birken

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The businesses and people in this book’s examples are illustrations, not real customers. Quotes and ideas from the masters are summarized in our own words unless shown in quotation marks.

yourmarketinghandbook.com

FOR MY WIFE AND MY KIDS

Who put up with the crazy ideas.

The late nights at work.

The dinners that somehow always turned into “You know how I’d market that place?”

If I’d had this book when I started, things might have been a little easier.

Then again, you would have heard every word of it anyway.

The Cuban poet José Martí said all men should do three things: plant a tree, have a child and write a book.

Before this book, I had already done two of the three.

Writing a book has been a dream of mine for years. I couldn’t think of anything better to write than something I could share with others, to help them build better businesses and make more money.

Thank you for believing in every one of my crazy ideas. Even this one.

Harris

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PART ONE

Get Started

The mindset: do something, make every penny count, and feed both trinities.

1 Don’t Just Stand There. Do Something.
2 Stop Waiting for Perfect
3 Every Penny Counts
4 Know Who You’re Talking To
5 Give Them a Reason
6 The Two Holy Trinities of Marketing

CHAPTER 1

Don’t just stand there. Do something.

You’ve probably heard that from a coach, a parent or a boss.

It also happens to be some of the best marketing advice I know.

The biggest marketing mistake I see isn’t a bad logo. It isn’t an ugly website. It isn’t choosing the wrong social media platform or running the wrong ad.

> **It’s doing nothing.**

And I don’t mean doing nothing because you don’t care.

You care too much.

You think about your business in the shower. You think about it in the car. You think about it at two in the morning when you should be sleeping.

But thinking about marketing isn’t marketing.

Planning to send an email isn’t sending an email.

Talking about starting an Instagram account isn’t posting anything.

And that box of 500 pencils with your logo sitting behind your desk isn’t advertising anything to anybody.

Marketing doesn’t have to be expensive. You just have to do it.

That's really the entire point of this book.

The other 250 ideas I'm going to give you are simply different ways to do it.

- **Some cost nothing.**
- **Some cost a quarter.**
- **Some cost a few dollars.**
- **Some cost real money.**

But none of them work sitting in a box, sitting on your computer or sitting in your head.

Two plumbers

Imagine two plumbers opening businesses in the same town at about the same time.

The first plumber wants to do everything right.

Before he starts marketing, he needs a professional website. But before he builds the website, he needs the perfect logo. Then he needs business cards. Then he's going to wrap his van. Then he'll start an email campaign.

But the website takes four months because he keeps changing it.

The logo isn't quite right.

He isn't sure about the font.

And he's stuck deciding between two shades of blue.

Six months later, he has a beautiful website.

Unfortunately, almost nobody has seen it.

Now look at the second plumber.

She buys 250 refrigerator magnets with her company name and phone number on them.

Nothing fancy.

Every time she finishes a job, she asks the homeowner:

> "Mind if I put this on your refrigerator?"

Before she leaves the neighborhood, she drops a simple note at a few nearby houses:

> **We just helped one of your neighbors with a plumbing problem. If you ever need us, here's our number.**

After every job, she sends the customer a text thanking them for their business and asking for a Google review.

Her website?
One page.
She built it in an afternoon.
Now winter comes.
A pipe bursts.
Someone needs a plumber.

Guess whose phone number is hanging on the refrigerator?

The first plumber didn't necessarily do anything wrong.

> **He just didn't do anything.**

And in marketing, doing nothing can be the most expensive decision you make.

Because every week you're waiting for everything to be perfect, somebody else's magnet is going up on that refrigerator.

I've heard all the excuses

I've been in business long enough to hear just about every reason why somebody isn't marketing.

I've probably used a few of them myself.

“I can’t afford it.”

You don’t need a huge marketing budget.

Some of the ideas in this book cost absolutely nothing.

- **An email can be free.**
- **A phone call is free.**
- **Asking a customer for a review is free.**
- **Walking into the business next door and introducing yourself is free.**

> **You can afford free.**

“I don’t have time.”

You have ten minutes.

You don’t need to create an entire marketing campaign today.



> **Ten minutes.**

And today, with AI, you don’t even have to stare at a blank screen wondering what to write. Let AI give you the first draft. Then make it sound like you and send it.

“I’m not good at marketing.”

Neither is anybody else when they start.

You get better by doing it.



Marketing isn’t something you learn and then start doing.

A lot of marketing is something you learn **by doing it.**

“I’ll do it when things slow down.”

This one drives me crazy.

Because when things slow down is exactly when you’re going to wish you had started marketing three months ago.

Marketing doesn’t usually work like a light switch.

> **The marketing you do today creates the customer who remembers you tomorrow.**

“I want it to be perfect first.”

It won’t be.

That excuse is so common, it gets a whole chapter of its own. It’s the very next one.

“I tried that once. It didn’t work.”

Once isn’t marketing.

- **Sending one postcard isn’t a direct-mail campaign.**
- **Posting on Instagram once isn’t social-media marketing.**
- **Sending one email isn’t email marketing.**

Marketing requires repetition.

People are busy. They don’t spend their day waiting for your advertisement to arrive.

Sometimes they need to see you five times. Sometimes ten. Sometimes twenty.

So if something makes sense and you believe you’re reaching the right people, don’t automatically quit because you tried it once.

> **Try it again.**

STOLEN FROM THE MASTERS

Grant Cardone

Grant Cardone talks constantly about something he calls **obscurity**.

His basic point is simple:

- **Your biggest problem may not be your competitor.**
- **It may not be your price.**
- **It may not even be your product.**

> **Your biggest problem may be that not enough people know you exist.**

Think about that.

You could make the greatest pizza in town. You could be the best plumber in the county. You could print the best T-shirts in Los Angeles.

But if nobody knows you exist, what difference does it make?

That's where Cardone's 10X philosophy becomes useful. His argument is that people dramatically underestimate how much action it takes to accomplish something.

I'm not telling you that you need to become Grant Cardone.

I'm telling you to steal the useful part of the idea.

If you planned to call three old customers this week, call ten.

If you ordered 250 magnets, **hand out all 250.**

Don't save 200 of them for some imaginary perfect opportunity. They're marketing materials. Their job is to leave your building.

If you're going to send a postcard, don't assume everybody saw the first one. Send another.

If you're going to post on social media, don't disappear for three months afterward.

People can't buy from a business they don't know exists.

> **So become known. And then stay known.**

⚠ Do not make this mistake

Don't spend so much time planning your marketing that you never actually market.

Close the spreadsheet.

Stop changing the font.

SEND THE THING.

Try this with AI

Here's something you can do right now.

Open ChatGPT or whatever AI tool you like and type:

COPY AND PASTE

"I own a [TYPE OF BUSINESS] in [CITY]. My best customers are [DESCRIBE YOUR CUSTOMERS].

Give me five marketing actions I can do this week that will cost less than $50 total.

Make them simple, specific to my business and possible to complete in less than one hour each.

For each idea, tell me exactly what to do and write the first email, text, social post or script I'll need to get started."

You'll probably have five marketing ideas in less than a minute.

But here's the important part:

> **Don't spend the next three hours asking AI for another 100 ideas.**

That's just another form of doing nothing.



> **Today.**

Do this today

COST: $0 **TIME: 10 MINUTES**

Think of one person who has bought from you before but hasn't heard from you in a while.

Send them a short, personal email or text. Don't write a novel.

1. Thank them for their past business.
2. Tell them one thing you can help them with right now.
3. Ask one simple question they can answer.

> **Hit send.**

That's it.

You just did some marketing.

And that's already more than you were doing ten minutes ago.

CHAPTER 2

Stop waiting for perfect.

Perfect is a great excuse.

It sounds responsible.

It sounds professional.

It sounds like you care about quality.

And sometimes you do.

But a lot of the time, “I want it to be perfect” is just a nicer way of saying “I’m not ready to put myself out there.”

I understand.

When you put your marketing out into the world, people can see it. They can judge it. They can ignore it.

As long as it’s still on your computer, nobody can tell you it isn’t good.

> **But nobody can call you from it, either.**

In Chapter 1, I told you to do something. Perfect is the best disguise “doing nothing” ever wears.

The flyer that never got printed

Imagine a woman who opens a small taco shop near an office park.

She knows the lunch crowd is right there. Hundreds of people, five days a week, all looking for something to eat.

So she decides to make a flyer.

The first version is fine.

But the photo of the tacos could be better.

So she takes new pictures.

Then the menu changes, so the prices need updating.

Then she isn't sure about the colors.

Then her nephew says the font looks old.

Three weeks later, she's on version eleven.

The flyer still isn't printed.

Meanwhile, the sandwich shop across the street printed a simple flyer on their office printer.

One sheet of paper. The menu. The phone number. **"Show this flyer for a free drink."**

They walked over at 11:30, handed out 300 of them to people walking into the office buildings, and went back to make sandwiches.

That week, a lot of people tried a new place for lunch.

It wasn't the taco shop.

The sandwich flyer wasn't better.

> **It was finished.**

You are not your audience

Here's something nobody tells you.

You will look at your own marketing more than anyone else ever will.

You'll read your email forty times.
Your customer will read it once.
If you're lucky.

You'll notice that the logo is two pixels off center.

Your customer will notice whether you can help them.

That's it.

They are not grading your font. They are not comparing your shade of blue to your competitor's shade of blue.

> **They are asking one question: "Can this person help me?"**

If your marketing answers that question clearly, it's good enough to send.

The Good Enough Test

So how do you know when something is ready?

Not perfect.
Ready.
Ask yourself five questions.

THE GOOD ENOUGH TEST

1. Can someone tell what you do in five seconds?
2. Is it obvious who it's for?
3. Is there one clear reason to act right now?
4. Is your phone number, website or QR code easy to find?
5. Is everything spelled right, including your phone number?

Five yeses? Send it. Print it. Post it. Today.

Notice what isn’t on that list.

- **The perfect photo.**
- **The perfect font.**
- **The perfect color.**
- **Your nephew’s opinion.**

Those things can get better later.

And they will, because now you’ll have something real to improve.

Version one beats version zero

Every website you admire has been redesigned.

More than once.

Every company logo you know has been changed.

Every good email you’ve ever received had a worse first draft.

The only marketing that can never get better is the marketing you never send.

When you put something out, you learn things you could never learn sitting at your desk.

- **Which headline gets people to call.**
- **Which offer gets people to come in.**
- **Which picture gets people to stop scrolling.**
- **Which customers actually respond.**

Then you fix it.

Then you send version two.

> **Get it good. Get it out. Then make it better.**

Start small, then go big

Waiting for perfect doesn't mean being careless.

If you're about to print 10,000 postcards, print 500 first.

Mail them. See what happens. Ask people how they found you.

If it works, print the 10,000.

If it doesn't, you just saved yourself a lot of money, and you learned something.

> **That's not waiting for perfect. That's being smart.**

STOLEN FROM THE MASTERS

Reid Hoffman

Reid Hoffman, the founder of LinkedIn, is known for one line that every business owner should tape to their monitor:

> **"If you are not embarrassed by the first version of your product, you've launched too late."**

He was talking about software.

But it works for a flyer. A website. A postcard. An Instagram account.

That little bit of embarrassment you feel when you hit send?

It doesn't mean you did it wrong.

It usually means you did it on time.

Steal that.

> **Feel a little embarrassed. Send it anyway.**

⚠ Do not make this mistake

Don’t ask AI for version #38 because you’re afraid to make a decision.

Pick one.

Fix it.

LAUNCH IT.

Try this with AI

AI is great at making things better.

It’s also great at helping you never finish.

So use it once, like a second set of eyes. Not forty times, like a security blanket.

Paste in the email, flyer, post or web page you’ve been sitting on and type:

COPY AND PASTE

“I’m about to send this to [WHO IT’S FOR]. I want them to [WHAT YOU WANT THEM TO DO].

Tell me the three most important things to fix before I send it. Only three. Keep my voice. Don’t rewrite the whole thing.

[PASTE YOUR EMAIL, FLYER OR POST HERE]”

Fix those three things.

> **Then send it.**

Not three more rounds. Not “just one more version.”

Send it.

Do this today

COST: $0 TIME: 15 MINUTES

Everybody has one.

The email that's been sitting in drafts. The flyer that's "almost ready." The website page you keep meaning to fix. The post you never posted.

Find yours.

1. Run it through the Good Enough Test.
2. Fix only what fails the test.
3. Send it, print it or post it before you go to bed tonight.

It won't be perfect.

It doesn't have to be.

It just has to be out there.

CHAPTER 3

Every penny counts.

I mean that literally.

Big companies have marketing departments.

They have agencies. They have budgets with a lot of zeros on the end.

If a big company wastes $50,000 on an ad that doesn't work, somebody gets a stern email.

If you waste $500 on an ad that doesn't work, that might be your payroll.

That's a real difference.

And it's why so much marketing advice doesn't fit a small business.

It was written for somebody else's budget.

> **This book was written for yours.**

Every penny counts.

That doesn't mean don't spend money.

It means every dollar you spend should have a job.

Start with your budget, not the product

Here's how most people buy marketing.

A salesperson calls. Or they see something they like at a trade show. Or a friend says, "You should get some of these."

They buy the thing.

Then they try to figure out what to do with it.

That's backwards.

Start with the number.

- **What can you actually spend this month?**
- **Not what you'd like to spend.**
- **What you can spend without losing sleep.**

Maybe it's $50. Maybe it's $500. Maybe it's $5,000.

All of those are fine.

> **The number doesn't have to be big. It has to be real.**

Once you know the number, you can decide what it should buy.

Two landscapers and $1,000

Imagine two landscapers in the same town. Each one has $1,000 to spend on marketing this spring.

The first one buys a half-page ad in a local magazine.

It looks great.

It runs once.

Next month, the magazine is in the recycling bin.

The second landscaper splits the same $1,000 up.

THE SECOND LANDSCAPER'S $1,000

What	Why	About
1,000 door hangers	On every street where the crew is working	$150
25 yard signs	One at every job, with the homeowner's permission	$150
24 crew T-shirts	A crew that matches looks like a real company	$250
150 seed packets	Handed to every customer in the spring	$300
Saved for later	To repeat whatever works	$150
Total		**$1,000**

Now think about the summer.
The first landscaper's ad is gone.
The second landscaper is everywhere.

On doors. On lawns. On the backs of his crew. On kitchen windowsills, where somebody's basil is coming up.

Same money.

Very different spring.

The ad wasn't a bad idea. It just did its job once and then it was done.

> **The second landscaper bought things that keep working.**

Count the people, not the price

Here's the question to ask before you spend a dollar:

> **How many of the right people will see this, and how many times?**

Not how much does it cost.

How many of the right people, how many times.

A $2 magnet

On the refrigerator of a homeowner who needs a plumber someday. Seen every day. For years.

A $500 ad

Seen once by a lot of people. Most of them don't need you. Then it's gone.

The magnet costs more per piece than a lot of things.

But it might be the cheapest marketing you ever buy.

Because it reaches the right person, over and over, for almost nothing.

Cheap can be brilliant.

Expensive can be brilliant too.

> **What's never brilliant is spending money on the wrong people.**

A cup of coffee or a billboard?

Here's a question I like to ask.

> **Would you buy a good customer a venti caramel macchiato?**

Probably.

It's a nice thing to do. It costs you six or seven dollars.

They'd drink it in ten minutes.

And by lunch, they'd forget who bought it.

Now take that same six or seven dollars.

For about the same price, you can give that customer a good T-shirt with your name on it.

Not a stiff, boxy shirt that goes straight into the rag pile.

A soft shirt with a design they actually like.

- **They'll wear it to the gym.**
- **To the grocery store.**
- **To their kid's soccer game.**
- **On Saturday mornings for years.**

Every time they put it on, they're a walking billboard for your business.

And not just any billboard.

> **A happy customer, wearing your name, telling everyone they see that they like you.**

A venti caramel macchiato

About $6 or $7. Gone in ten minutes. Forgotten by lunch.

A good T-shirt

About the same price when you order a few dozen. Worn for years, everywhere they go.

> **Same money. One is a treat. The other is advertising.**

Spend it in the right order

When money is tight, order matters.

Here's the order I'd spend it in.

THE EVERY PENNY COUNTS ORDER

1. **Free first.** Emails, calls, reviews, referrals. They cost your time, not your money. Do them every week, no matter what.
2. **Then the customers you already have.** Bringing back someone who already trusts you is almost always cheaper than finding a stranger.
3. **Then things that keep your name in front of people.** Magnets, pencils, shirts, signs. Things that stick around.
4. **Then bigger moves,** once the cheap stuff is working and you know what your customers respond to.

And always keep a little back to repeat what works.

STOLEN FROM THE MASTERS

Claude Hopkins

Over a hundred years ago, an advertising man named Claude Hopkins wrote a book called *Scientific Advertising*.

His big idea was simple and a little ruthless:

> **Every dollar you spend on advertising should be able to prove it brought something back.**

He used coupons, codes and samples so he could count exactly what each ad produced. If an ad didn't pay for itself, he changed it or killed it.

You don't need to be that scientific.

But you can steal the attitude.

Put a different code on your flyer than on your postcard. Ask every new customer how they found you. Write it down.

At the end of the month, look at where the customers came from.

> **Then spend more on what worked, and less on what didn't.**

⚠ Do not make this mistake

Don't confuse expensive with effective.
A $100 gift isn't 400 times better than a 25-cent pencil.

THE RIGHT PERSON BEATS THE RIGHT PRICE.

Try this with AI

Let AI do the math and the planning. You make the decisions.

COPY AND PASTE

“I own a [TYPE OF BUSINESS] in [CITY]. My best customers are [DESCRIBE THEM]. I can spend $[AMOUNT] a month on marketing.

Build me a simple 3-month plan that spends that money in this order: free actions first, then bringing back past customers, then things that keep my name in front of people, then one bigger idea.

For each month, tell me exactly what to spend, on what, and how I’ll know if it worked.”

Read the plan.

Cross out anything that doesn’t fit your business.

Then do month one.

> **Don’t ask for a fourth plan. Do the first one.**

Do this today

COST: $0 TIME: 20 MINUTES

Grab a piece of paper.

1. Write down your real monthly marketing budget. Even if it's $50.
2. List everything you spent on marketing last year.
3. Next to each one, write whether it brought you a single customer you know of.
4. Cross out one thing that didn't, and move that money to something that keeps your name in front of the right people.

You just found money you were wasting.

That's the best kind of marketing budget.

CHAPTER 4

Know who you're talking to.

"Who are your customers?"

Ask a business owner that question and you'll often hear the same answer.

> **"Everybody."**

I get it.

You don't want to turn anybody away. Anybody with money and a problem you can solve is welcome.

But here's the problem with "everybody."

You can't buy a gift for everybody.

You can't write a letter to everybody.

You can't pick the right place, the right words or the right thing to hand someone when you don't know who they are.

> **When you market to everybody, you usually reach nobody.**

The roofer at the bridal show

Imagine a roofer who gets a great deal on a booth at a big bridal show.

Hundreds of people. Lots of foot traffic. Only $800.

He orders 300 tape measures with his logo, sets up his booth and smiles at everyone who walks by.

And everyone who walks by is thinking about dresses, flowers and cake.

Not one of them is thinking about a roof.

By the end of the day, he's handed out a lot of tape measures to people who will never call him.

Now imagine the same roofer the next month.

A windstorm comes through town and knocks shingles off half the houses in two neighborhoods.

He spends $150 on door hangers.

> **We're in the neighborhood checking roofs after the storm. Free inspection this week. Here's our number.**

He and his crew hang them on every door on those streets.

His phone rings for two weeks.

The bridal show had more people.

The storm streets had the right people.

Same roofer. Same budget, give or take.

> **The only difference was who he was talking to.**

Describe one customer

You don’t need a marketing degree to figure out who your customer is.

You need one sentence.

FILL IN THE BLANKS

MY BEST CUSTOMER IS [WHO] IN [WHERE] WHO NEEDS [WHAT] WHEN [THE MOMENT].

Not your only customer. Your best one. The one you wish you had ten more of.

Here’s what that sounds like for a few different businesses.

A PLUMBER
A homeowner within 10 miles, in a house more than 20 years old, who needs someone fast when water is on the floor.

A HAIR SALON
A woman who books every six weeks, lives or works nearby, and wants someone who remembers how she likes it.

AN ELEMENTARY SCHOOL
Parents of kids in kindergarten through fifth grade who want to feel like part of the school.

A TECH COMPANY
The office manager at a company with 20 to 200 people who is tired of dealing with things that don’t work.

A PIZZA SHOP
A family within delivery range who orders on Friday nights and doesn’t want to think about dinner.

Notice how much easier it gets.

Once you know it's the family ordering on Friday night, you know what to do.

A magnet on the refrigerator with your number. A coupon inside the pizza box for next Friday. A punch card for the kids' soccer team.

> **The right customer tells you the right marketing.**

Where do they spend their day?

Once you know who your customer is, ask one more question.

Where does this person spend their day?

Because that's where your marketing needs to live.

MATCH THE THING TO THE PERSON

Your customer	Where they spend their day	What they'll keep
A contractor	The truck and the job site	**A tape measure**
A nail salon client	Her purse goes everywhere	**An emery board**
A homeowner	The kitchen	**A refrigerator magnet**
A golfer	The golf bag	**A golf towel**
An office manager	The desk	**A good pen and a notepad**
A dog owner	The daily walk	**A bag dispenser on the leash**
A loyal customer	Out and about all weekend	**A T-shirt they actually like**

A tape measure is perfect for a contractor.

An emery board is perfect for a nail salon client.

Switch them, and they're both junk.

> **The product isn't good or bad. It's right or wrong for the person holding it.**

STOLEN FROM THE MASTERS

Al Ries & Jack Trout

In 1981, two advertising men named Al Ries and Jack Trout wrote a book called *Positioning: The Battle for Your Mind*.

Their idea was that you can't be everything to everybody.

> **The winners own one clear spot in the customer's mind.**

Big brands spend fortunes trying to do that.

A small business can do it for almost nothing, because your "market" might be one town.

Be the plumber whose magnet is on every refrigerator on the street.

Be the realtor who gives every buyer a cutting board at closing.

Be the pizza shop that sponsors the Little League team.

Pick the people you want. Then pick the one thing you want them to remember about you.

> **Then say it, show it and hand it to them, over and over.**

⚠ Do not make this mistake

Don’t pick a promotional product because YOU like it.

Ask whether your customer will like it.

YOU’RE NOT THE ONE KEEPING IT.

Ask five customers

AI can’t tell you who your customers are. They can.

Pick five of your best customers, and ask them three quick questions.

ASK THIS

“Where do you spend most of your day?”

“What do you read, watch or listen to?”

“How did you first hear about us?”

Write down every answer.

> **Five real answers will tell you more than any report.**

Do this today

COST: $0 TIME: 15 MINUTES

Pull up your last 20 customers.

1. Write down what they have in common: where they are, what they bought, how they found you.
2. Write your one sentence: “My best customer is...”
3. Tape it above your desk.

From now on, before you spend a dollar on marketing, read that sentence and ask one question:

Would this person keep it?

CHAPTER 5

Give them a reason.

“We’re open” is not an offer.

Neither is “Quality service since 1998.”
Neither is “Family owned and operated.”
Neither is your logo.

Those things might all be true. You might be proud of every one of them. You should be.

But your customer is asking a different question.

> **“Why should I do something about this now?”**

If your marketing doesn’t answer that question, people will nod, think “that’s nice,” and go back to their day.

You have to give them a reason.

Two gyms

Imagine two gyms on the same street. Both print 1,000 flyers and hand them out around the neighborhood.

Here are the two flyers.

Flyer #1

IRON & OAK FITNESS

State-of-the-art equipment. Friendly staff. Join today!
(555) 555-0123

Flyer #2

YOUR FIRST WEEK IS FREE.

Bring a friend, and you both get a free gym T-shirt. Good through March 31. Just bring this flyer.

Both gyms are nice.

Both have good equipment.

But only one of them told people what to do, why to do it and when to do it by.

The first flyer said, “We exist.”

The second flyer said, “Here’s a reason to come in this week, and here’s a reason to bring someone with you.”

Guess which gym got busier in March.

And here’s the bonus.

Because people had to bring the flyer, the second gym knew exactly how many people it brought in.

> **A good offer doesn’t just bring people in. It tells you what worked.**

What makes a good offer

A good offer doesn't have to be clever.

It has to pass four tests.

THE FOUR-PART OFFER CHECK

1. **Clear.** Someone understands it in five seconds, without reading it twice.
2. **Worth it.** It's something your customer actually wants, not something you want to get rid of.
3. **A deadline.** "Good through March 31." Without a deadline, "later" turns into "never."
4. **One easy next step.** Call, book, bring the flyer, use the code. Just one.

Four yeses? Put it on everything you send out this month.

Offers that work

You don’t have to invent something brand new. Most good offers are one of these.

PICK ONE AND MAKE IT YOURS

Type of offer	What it sounds like
Free estimate	“Free roof inspection this week. We’ll tell you honestly if you need us.”
First visit	“Your first class is on us.”
Bring a friend	“Bring a friend and you both get a free T-shirt.”
Free gift	“Every new customer gets a mini first-aid kit for the car.”
Bundle	“Tune-up and filter change together, one visit.”
Seasonal	“Freeze coming. Pipe and water heater check before it hits.”
Referral reward	“Send us a neighbor, and you’ll both get a thank-you gift from us.”
Come back	“It’s been a year. Here’s 10% off your next visit, through the end of the month.”

Give more instead of charging less

Here’s something most people get backwards.

When they need a reason, they reach for a discount.

20% off. 30% off. Half off.

Sometimes that’s the right move.

But remember Chapter 3. Every penny counts.

A discount comes straight out of your profit.

And it teaches your customers to wait for the next sale.

Now think about this instead.

- **An HVAC company gives a free filter with every tune-up.**
- **A hair salon adds a free deep-conditioning treatment with every color.**
- **A car dealer throws in the first oil change.**
- **A contractor hands over a good tape measure with every estimate.**

Those things cost the business a few dollars.

To the customer, they feel like a real gift.

> **You kept your price. They got more. Everybody wins.**

That's one of the best reasons to put your name on something people keep. A $6 T-shirt can feel like a $25 gift. A good tumbler can make someone choose you over the guy who's $20 cheaper.

STOLEN FROM THE MASTERS

Estée Lauder

Estée Lauder built one of the biggest beauty companies in the world.

She's widely credited with popularizing something every department store still does today: **the free gift with purchase.**

Buy something, and you walk out with a little something extra.

It wasn’t a discount.

The price didn’t change.

But customers felt like they got more, and they came back for it.

You don’t need a cosmetics counter to steal this idea.

A plumber can leave a magnet. A pizza shop can tuck a coupon for garlic knots in the box. A tech company can ship a good notebook with every new account.

> **Don’t lower the price. Raise the value.**

⚠ Do not make this mistake

Don’t bury the point.
If you’re offering 20% off, say it.
If you want the appointment, ask for it.
PUT THE REASON FIRST.

Try this with AI

AI is great at coming up with offers. Ask it for ones that don’t cut your price.

COPY AND PASTE

“I own a [TYPE OF BUSINESS] in [CITY]. My best customers are [DESCRIBE THEM].

Give me ten offers I could run this month that don’t lower my prices: free gifts, bundles, bring-a-friend offers, seasonal offers or added value.

For each one, give me the offer in one sentence, a deadline, how I’ll know it worked, and roughly what it will cost me.”

Read the ten.

Run your favorite through the four-part offer check.

> **Then pick one. Just one. Use it this month.**

Do this today

COST: $0 TO START | TIME: 15 MINUTES

Look at the last thing you put out there. Your last flyer, email, sign or the top of your website.

Is there a reason to act now?

If not:

1. Write one offer that passes the four-part check.
2. Put it in your email signature, your voicemail and on your counter.
3. Give it a deadline, and a way to know who used it.

Your business didn't change.

Your customers just got a reason to show up.

CHAPTER 6

The two holy trinities of marketing.

You can’t just build a website, publish it and boom.

It’s selling product.
It’s booking appointments.
The phone is ringing.
I wish it worked that way.
It doesn’t.

A website nobody visits is a store with no road to it.

An ad that sends people nowhere is money in the wind.

And a name and phone number that nobody calls is a lead you paid for and threw away.

> **One doesn’t work without the other.**

Marketing has two holy trinities. Three parts each. Miss one part, and the other two stop working.

The first trinity: the marketing trinity

This is how a stranger turns into a customer.



All three have to overlap. That's where the sale happens.

You need to send emails or do some other promo to drive traffic to the website.

The website has to promote your phone number or capture the customer's info so you can contact them.

Then, once the person visits the site and gives you their contact info, you need to call them, or mail them, or market to them.

They all feed each other.
The promo feeds the website.
The website feeds your list.
Your list feeds your phone.

> **Skip one, and the whole thing stops.**

Two auto repair shops

Imagine two auto repair shops in the same town.

Both spend $3,000 on a brand-new website.

Shop #1

Publishes the website. Posts “Check out our new site!” once. Waits.

Shop #2

Emails every past customer a link. Puts the web address on every invoice and key tag. The site has a big phone number and a “Remind me when my oil change is due” box. Every name that comes in gets a reminder and a postcard.

Six months later, Shop #1 has a beautiful website.

Almost nobody has seen it.

Shop #2 has a list of 400 local drivers who asked to hear from them.

Every time an oil change comes due, the reminder goes out.

And the phone rings.

Same website. Same price. One of them built the whole trinity.

Tell them what to do

This one drives me crazy.

How many ads do you see that don’t clearly tell you what to do?

A nice picture. A logo. A slogan.

And then nothing.

No button. No phone number you can find in three seconds. No reason to do it today.

Every piece of marketing you put out needs one clear next step.

- **Order online.**
- **Call us.**
- **Book now.**
- **Scan this code.**

Pick one.
Say it big.
Make it easy.

> **If they have to figure out what to do next, they won't.**

That goes for your website, too. Your phone number belongs at the top of every page, not buried at the bottom of one.

The second trinity: the customer trinity

The first trinity finds new customers.

The second one is where the money is.



All three overlap, and the sale is the easy part.

Your existing customer already knows you.
They already trust you.
They already have your number.

> **Getting them to reorder or send a friend is much easier than finding a new customer out of the blue.**

And yet most businesses spend almost all of their marketing money chasing strangers.

WHO ARE YOU CHASING?

	A stranger	A customer you already have
Knows your name	No	Yes
Trusts you	Not yet	Already does
Has your number	Maybe, if your ad worked	It's on their refrigerator
What it takes	Ads, promo, a website and luck	A phone call, a card, a thank-you gift

Imagine an insurance agent.

A new policy from a stranger takes ads, calls, quotes and weeks of back and forth.

A renewal from a happy customer takes a phone call.

A referral from that same customer takes one question: "Who else do you know who should be talking to me?"

Same agent. Same week.

One of those is hard. Two of them are easy.

> **Don't skip the easy ones.**

The two trinities feed each other

The first trinity brings you a new customer.

The second trinity keeps them, brings them back and gets them to send their friends.

Those friends start the whole thing over again.

That's what the rest of this book is about.

The things you hand people, the free stuff, the follow-up and the welcome are all ways to feed one trinity or the other.

STOLEN FROM THE MASTERS

Fred Reichheld

Fred Reichheld spent his career at Bain & Company studying one question: what happens when a business keeps its customers?

His work is usually summed up in one famous number.

Keep just 5% more of your customers, and your profits can go up anywhere from 25% to 95%.

Why so much?

Because a customer who stays buys more over time.

They cost less to serve.

And they send their friends, for free.

Reichheld went on to create the Net Promoter Score, which boils loyalty down to a single question: **"How likely are you to recommend us to a friend?"**

You don't need a survey company to steal this idea.

Just ask the question. Out loud. To every good customer.

> **The cheapest customer you will ever get is the one you already have.**

⚠ Do not make this mistake

Don’t build a website and wait for the phone to ring.

Don’t run an ad that doesn’t tell people what to do.

Don’t collect names you never call.

Don’t spend everything chasing strangers while your best customers forget you.

FEED ALL THREE. BOTH TIMES.

Try this with AI

Let AI find the weak spot in your trinities.

COPY AND PASTE

“I own a [TYPE OF BUSINESS] in [CITY]. Right now, people find me by [HOW THEY FIND YOU]. My website is [YOUR WEB ADDRESS], and when people get there I want them to [CALL / BOOK / ORDER / FILL OUT A FORM].

Look at my marketing as two trinities. First: what drives people to my website, what my website asks them to do, and how I follow up. Second: how I get existing customers to reorder, and how I get them to send me referrals.

Tell me which of the six parts is the weakest, and give me three things I can do this week to fix it.”

Read the three.

Don’t ask for thirty more. That’s just another form of doing nothing.

> **Fix the weakest part first.**

Do this today

COST: $0 TIME: 20 MINUTES

Check both trinities.

1. Open your website on your phone. Can you find your phone number in three seconds? Is there one clear button?
2. Look at the last ad, flyer or email you sent. Does it tell people exactly what to do?
3. Pull up your last 20 customers. Call three of them. Thank them, ask if they need anything, and ask who else they know who should be talking to you.

That's it.

Feed the trinities. They feed you back.

PART TWO

People Keep What You Hand Them

Why the things you hand people work, and how to do it right.

7 People Keep What You Hand Them
8 Give It a Job
9 The Silent Call to Action
10 Pick the Moment
11 One for You, One for a Friend
12 Give Away the Damn Pencils
13 Cheap Isn't the Same as Inexpensive

CHAPTER 7

People keep what you hand them.

Take a walk through your own house.

Right now. Or at least picture it.

Start in the kitchen.

THE REFRIGERATOR
There's a magnet on it. A pizza place, a plumber, a dentist's appointment card. Maybe all three.

THE KITCHEN DRAWER
Open it. A jar opener from a realtor. A bottle opener from a bar you went to once. A chip clip from your insurance agent.

THE PEN
Look at the pen you wrote your last to-do list with. Nobody writes checks anymore, but somebody's name is on that pen.

THE COUNTER
That notepad you write the grocery list on? It probably came from a realtor.

YOUR KEYS
Look at your keychain. Your mailbox key might be hanging from a key tag with a car dealer's name on it.

THE CLOSET
Open it. Pull out the T-shirt from the charity 5K, the hardware store or the brewery. You still wear it.

> **It’s all over your house.**

Every one of those businesses is still in your home.

Some of them have been there for years.

You didn’t pay them to be there.

They handed you something useful, and you kept it.

That’s the whole idea behind this part of the book.

The jar opener

Imagine a realtor who helps a young family buy their first house.

At the closing, along with the keys, she hands them a little gift bag.

A jar opener with her name and number on it. A notepad for the refrigerator. A thank-you note.

Nothing expensive.

The jar opener goes in the kitchen drawer.

It gets used every couple of weeks. Pickles. Salsa. The spaghetti sauce that never wants to open.

Eight years go by.

The family has two more kids and needs a bigger house.

They sit at the kitchen table and say, “Who should we call to sell this place?”

Somebody opens the drawer to find a pen.

Her name is right there.

She didn’t send them an ad every week for eight years.

She didn’t have to.

> **A $2 jar opener did the job for her, the whole time.**

Rented attention vs. a spot in their life

I want to be clear about something.

I'm not against websites. I'm not against social media. I'm not against video.

Those things help people find you. You should do them.

But think about how long they last.

A post

Seen for a second or two in a scroll. Then the next thing pushes it off the screen.

A magnet

On the refrigerator, seen every time somebody gets the milk. For years.

A post is rented attention.

You get a moment, and then it's gone.

A useful thing you hand somebody is different.

> **It owns a spot in their life.**

Content helps people find you.
Things help people remember you.
The best small businesses do both.

Where your name can live

Almost everything you can hand somebody ends up in one of thirteen places.

Pick the spot first. Then pick the thing.

THIRTEEN SPOTS YOU CAN OWN

The spot	What lives there
The Refrigerator	Magnets, Notepads, Calendars
The Kitchen	Cutting boards, Jar openers, Chip clips, Coffee mugs, Coasters, Can coolers
The Desk	Desk pads, Notepads & sticky notes, Journals, Pens, Calculators, Plants
The Office	Wall calendars, Mugs, First-aid kits, Lanyards, Water bottles, Wireless chargers
The Phone	Phone grips, Phone wallets, Power banks, Wireless chargers
Keys & Pocket	Key tags, Bottle openers, Mini flashlights, Lip balm
The Car	Air fresheners, Tire pressure gauges, Ice scrapers, Tape measures, First-aid kits, Umbrellas
The Closet	T-shirts, Hoodies, Caps, Jackets, Polo shirts
The Bag	Tote bags, Water bottles, Tumblers, Hand sanitizer, Emery boards, Sunscreen
School	Pencils, pens, rulers, folders, notebooks, crayons, backpacks, lunch coolers, water bottles, spirit wear
The Weekend	Frisbees, Can coolers, Beach towels, Picnic blankets, Coolers, Golf towels
The Yard	Yard signs, seasonal flags, seed packets, beach balls, cornhole sets, pool toys, lawn chairs
The Thank-You Shelf	Cutting boards, Tumblers, Journals, Stadium blankets, Premium coolers, Jackets

Notice something.

Every one of those spots is somewhere your customer goes every single day.

> **That’s the point. You want to be where they already are.**

And every one of those things gets kept. Not for a day. For years.

Set the scene first

Before you look at a single product, stop.

> **Don’t start with a catalog. Start with a life.**

Start with your own.

You already walked through your house. Now think about the things you actually use.

Why that pen and not the other ten in the cup?

Why that mug, when there are six more in the cabinet?

Why that T-shirt, out of the whole drawer?

Because it's the one that works. It fits your day. It's there when you need it.

Now do the same thing for your customer.

SET THE SCENE

1. **Who is it for?** Picture one real customer. Not "everybody."
2. **Where are they?** The kitchen, the job site, the office, the car, the gym, the ballfield on Saturday.
3. **When do they reach for it?** The morning coffee. The dead phone. The leak at 9 p.m.
4. **How will they use it?** Every day, every week, or once a year when it really counts.
5. **Where does it live afterward?** The refrigerator, the desk, the keychain, the closet.
6. **Would you keep it?** If you wouldn't, they won't.

Answer those six, and the right item almost picks itself.

Here's what that looks like.

- **A plumber's customer is a busy mom with two kids.**
- **The leak happens at night, in the kitchen, and she needs a number fast.**
- **She's standing right next to the refrigerator.**
- **That's a magnet.**

- **A contractor's customer is on a job site all day, in the heat.**
- **He measures everything and drinks water all day long.**
- **That's a tape measure and a tumbler.**

- **A tech company’s customer lives at a desk and on the phone.**
- **The battery is always at 20%.**
- **That’s a charger.**

> **Same question every time. Different answer every time.**

Now let’s walk through the spots, one at a time. Read each one with your customer in mind. Then we’ll talk about the gifts that show up in every one of them: tech.

SPOT 01

SEEN: EVERY TIME SOMEBODY'S HUNGRY

The Refrigerator

The most-looked-at door in the house.

Magnets
Business-card size, or a full calendar with your number on it.

Notepads
The grocery list gets written right under your name.

Calendars
Twelve months on the refrigerator door. Twelve months of you.

PERFECT FOR
Plumbers, HVAC, pizza shops, dentists, pediatricians, realtors

Imagine the water heater goes out at 9 p.m. on a Sunday.

Nobody googles.

They walk to the refrigerator.

Your turn

When your customer's problem happens at home, what will they see first?

SPOT 02

SEEN: EVERY DAY, EVERY MEAL

The Kitchen

Drawers, counters and cabinets. Opened every single day.

Cutting boards
Engraved, it's a gift people leave out on the counter for years.

Jar openers
Ask any realtor. They never leave the drawer.

Chip clips
On every bag of chips in the house.

Coffee mugs
The morning coffee, with your name on the side.

Coasters
On the coffee table, under every drink.

Can coolers
Every barbecue, every summer.

PERFECT FOR
Realtors, mortgage brokers, home builders, restaurants, butcher shops, remodelers

Imagine a home builder who gives every buyer an engraved cutting board with the new address and the move-in date.

Ten years later, it's still on the counter.

Every guest asks about it.

Your turn

What could you give that ends up on their counter, not hidden in a cabinet?

SPOT 03

SEEN: EVERY WORKDAY

The Desk

Eight hours a day, right in front of them.

Desk pads
A big paper calendar they write on all month. Your logo across the top.

Notepads & sticky notes
Every phone message. Every reminder.

Journals
A good journal gets carried into every meeting.

Pens
The one they grab to sign the contract.

Calculators
For anyone who quotes, bids or does the books.

Plants
A little succulent that lives on the desk for years.

PERFECT FOR
Accountants, insurance agents, banks, tech companies, staffing agencies, payroll companies

Imagine an insurance agent who drops off desk pads to every small business she covers.

Every month, they tear off a page and start fresh, with her name and number at the top.

Renewal time comes around.

Who do you think they call?

Your turn

What does your customer reach for at their desk a dozen times a day?

SPOT 04

SEEN: BY THE WHOLE TEAM

The Office

The break room, the conference room, the front desk and the wall.

Wall calendars
In the break room, where the whole staff sees it.

Mugs
Every morning, somebody reaches into the break room cabinet. Make sure it's your mug they grab.

First-aid kits
Every office needs one. Yours hangs on the wall.

Lanyards
On every badge, every single day.

Water bottles
On every desk and in every meeting.

Wireless chargers
In the conference room, everybody plugs in.

PERFECT FOR
Anyone who sells to businesses: IT, cleaning, staffing, office supply, payroll, commercial contractors

Imagine a cleaning company that leaves a dozen mugs with its logo in a client's break room.

Twelve people drink coffee out of them every morning.

One of those people is starting their own company next year.

Your turn

Who walks through your customer's office every day, and what will they see?

SPOT 05

SEEN: EVERY TIME THEY PICK IT UP

The Phone

The thing they touch more than anything else they own.

Phone grips
The pop-out grip on the back of the phone. Seen every time they pick it up.

Phone wallets
Holds their cards and rides everywhere.

Power banks
The day it saves a dead phone, you're a hero.

Wireless chargers
On the nightstand. The last thing they see at night.

PERFECT FOR
Gyms, salons, schools and colleges, tech companies, realtors, event sponsors

Imagine a gym that hands every new member a phone grip with its logo.

Every mirror selfie. Every time they check the time.

There it is.

Your turn

How could your name end up in your customer's hand?

SPOT 06

SEEN: EVERYWHERE, ALL DAY

Keys & Pocket

It goes everywhere they go.

Key tags
On the ring with the house key and the mailbox key.

Bottle openers
On the keychain, at every party.

Mini flashlights
Found in the dark, right when they need it.

Lip balm
In the pocket, the console, the purse.

PERFECT FOR
Car dealers, realtors, property managers, locksmiths, storage facilities, bars and breweries

Imagine a car dealer that puts a key tag on every car it sells, with the service department's phone number.

Five years later, the key tag is still there.

So is the number.

Your turn

What could ride on your customer's keychain?

SPOT 07

SEEN: EVERY DRIVE

The Car

Your customer’s second office.

Air fresheners
Hanging from the mirror, right at eye level.

Tire pressure gauges
In the glovebox for the day the tire light comes on.

Ice scrapers
Every cold morning, in their hand.

Tape measures
On the seat of every contractor’s truck.

First-aid kits
Under the seat, for the day somebody needs it.

Umbrellas
In the trunk, for the day it pours.

PERFECT FOR
Auto repair shops, car dealers, tire shops, car washes, insurance agents, contractors, roofers

Imagine an auto shop that puts a tire pressure gauge in the glovebox of every car it services.

One morning, the tire light comes on.

They reach into the glovebox, and there’s the shop’s name.

Your turn

What would your customer keep in the glovebox?

SPOT 08

SEEN: EVERY TIME THEY WEAR IT

The Closet

If they like it, they wear it. If they wear it, you're a billboard.

T-shirts
Soft enough to wear on the weekend. That's the test.

Hoodies
The one they grab every cold morning.

Caps
Worn to the game, the store and the job site.

Jackets
Kept for years. Worn all winter.

Polo shirts
For the team, and for your best customers.

PERFECT FOR
Gyms, schools, breweries, restaurants, run clubs, contractors, almost everyone

Imagine a brewery that gives a soft T-shirt to everyone in its mug club.

Every Saturday, a dozen of them wear it to the farmers market.

That's a dozen walking billboards the brewery paid for once.

Your turn

Would you wear it on your day off? If not, don't hand it out.

SPOT 09

SEEN: EVERY TIME THEY OPEN IT

The Bag

Purse, backpack, gym bag, diaper bag. Packed every morning.

Tote bags
To the grocery store, the beach and the library.

Water bottles
Carried all day and refilled all day.

Tumblers
The one they bring to work every morning.

Hand sanitizer
Pulled out a few times a day.

Emery boards
For the chipped nail at the worst moment.

Sunscreen
Every weekend, all summer.

PERFECT FOR
Salons, nail salons, spas, dental and medical offices, pharmacies, pediatricians, schools

Imagine a nail salon that slips an emery board with its name into every customer's bag on the way out.

Two weeks later, a nail chips at work.

Out comes the emery board, and there's the number for the next appointment.

Your turn

What's in your customer's bag, and what's missing that you could put there?

SPOT 10

SEEN: EVERY SCHOOL DAY

School

From pencils to backpacks, and everything in between.

Pencils
The first thing on every school supply list.

Pens
For homework, tests and permission slips.

Rulers
In the pencil case all year long.

Folders & notebooks
Carried to class every single day.

Crayons & coloring books
For the little ones, and the waiting room.

Stickers
On every laptop, water bottle and binder.

Drawstring backpacks
For gym, practice and field day.

Backpacks
The big one. Carried to school every day for a year or more.

Lunch coolers
Packed every morning, opened every noon.

Water bottles
On every desk, at every practice.

Lanyards
For the student ID, the keys and the teacher badge.

Spirit wear
The school T-shirt everybody wears on Friday.

PERFECT FOR
Schools and PTAs, plus anyone who serves families: pediatricians, dentists, orthodontists, tutoring centers, banks and credit unions, realtors, youth sports

Imagine an orthodontist who sponsors the back-to-school supply drive.

Every kid gets a drawstring backpack with pencils, a ruler and a folder inside. The orthodontist's name is on the bag.

Six hundred kids carry it every day.

Six hundred sets of parents see it every afternoon.

And sooner or later, a lot of those kids are going to need braces.

ASK THE SCHOOL FIRST
Talk to the principal or the PTA before you hand anything out. Most schools love a local business that shows up with supplies. Do it their way, and you'll be invited back every year.

Your turn

How could your name end up in a backpack this fall?

SPOT 11

SEEN: EVERY SATURDAY

The Weekend

The beach, the backyard, the ballgame and the park.

Frisbees
In the trunk for every trip to the park.

Can coolers
At every barbecue and every tailgate.

Beach towels
On the lounge chair all summer long.

Picnic blankets
At every outdoor concert and every game.

Coolers
Packed for every road trip.

Golf towels
Hanging off the bag for eighteen holes.

PERFECT FOR
Pool companies, landscapers, sporting goods stores, golf courses, little leagues, realtors, breweries

Imagine a pool company that gives every customer a beach towel when the pool opens for summer.

All season long, it's on the lounge chair.

When the neighbors come over to swim, it's right there.

Your turn

Where does your customer go on Saturday?

SPOT 12

SEEN: BY EVERY NEIGHBOR WHO WALKS BY

The Yard

Out front, where the whole street can see it.

Yard signs
"Another new roof by..." The whole street reads it.

Seasonal flags
Hung by the front door and changed every season.

Seed packets
Planted in spring. Your name grows all summer.

Beach balls
At every pool party and every beach day.

Cornhole sets
Your logo on the boards. Every throw, every barbecue.

Pool toys
Floats and noodles that live by the pool all summer.

Lawn chairs
Folding chairs for the game, the parade and the front yard.

PERFECT FOR
Roofers, painters, landscapers, pool companies, solar installers, realtors, garden centers, schools, little leagues

Imagine a roofer who puts a yard sign out on day one of every job.

"Another new roof by..."

For three days, every neighbor walking the dog reads it.

Somebody next door has been meaning to call a roofer for a year. Now they know who.

Your turn

What could live in your customer's yard, and who walks past it every day?

SPOT 13

SEEN: FOR YEARS

The Thank-You Shelf

The gifts that say thank you, and get kept for years.

Cutting boards
Engraved with their name and yours. Too nice to put away.

Tumblers
A good one gets used every day for years.

Journals
Leather-look, embossed, the kind people save.

Stadium blankets
On the couch every winter.

Premium coolers
The one they bring on every trip.

Jackets
The thank-you gift people actually wear.

PERFECT FOR
Your best customers, referral partners, closings, anniversaries and the holidays

Imagine a contractor who finishes a kitchen remodel and leaves an engraved cutting board on the brand-new counter.

Every dinner party, someone says, “I love this kitchen. Who did it?”

The cutting board is sitting right there.

Your turn

Who are your ten best customers, and when did you last thank them?

BONUS

Tech Gifts

The gifts people almost never get rid of.

Go count the chargers in your house.

The kitchen counter. The nightstand. The car. The desk. The bag.

Now try to throw one away.

You won't. Nobody does.

Everybody keeps the phone charger.

People like this category. They light up when they get it.

> It's useful every single day.
>
> It feels like a real gift, not a giveaway.
>
> It travels: desk, car, bag, nightstand.
>
> And when it saves the day, they remember who gave it to them.

NIGHTSTAND · DESK · CAR · BAG · KITCHEN COUNTER · KEYCHAIN

Phone chargers
Everybody keeps the phone charger. Everybody.

Charging cables
The multi-tip kind that fits every phone in the house.

Car chargers
Plugged into the dashboard, every drive.

Power banks
The day it saves a dead phone, you're a hero.

Wireless charging pads
On the nightstand. The last thing they see at night.

Phone stands
On the desk, holding the phone all day.

Bluetooth speakers
At the barbecue, the job site and the beach.

Earbuds
In the bag, the car and the gym.

Webcam covers
Stuck to the laptop for good.

Cable organizers
Every cord on the desk, tied up with your name.

Item trackers
On the keys, the luggage, the backpack.

USB drives
Still the easiest way to hand someone a file.

BE CAREFUL

Tech is the one place where cheap backfires. A charger that quits in a month, with your name on it, says something about you. Buy the good one.

PERFECT FOR
Tech companies, realtors, car dealers, banks, insurance agents, colleges, trade shows, and your best customers

Imagine a realtor who hands every client a power bank at the closing.

Six months later, they're stuck at the airport. Flight delayed. Phone at 4%.

Out comes the power bank.

And while it charges, they're looking at her name.

Your turn

What does your customer plug in every single day?

Thirteen spots and a drawer full of chargers. You don't need all of them.

You need the one your customer looks at most.

STOLEN FROM THE MASTERS

Robert Cialdini

In 1984, a psychology professor named Robert Cialdini wrote a book called *Influence*.

It became one of the most famous books ever written about why people say yes.

One of his big ideas is called **reciprocity**.

When someone gives us something, we feel like we want to give something back.

It's not a trick. It's just how people are.

Somebody holds the door, you say thank you. A neighbor brings you cookies, you bring the plate back with something on it.

When you hand a customer something useful, with no strings attached, the same thing happens.

They feel good about you.

And when they need what you sell, they want to call you back.

> **Give first. It comes back.**

⚠ Do not make this mistake

Don’t put your logo on something nobody wants.

Your logo doesn’t magically make a bad product useful.

IF THEY WON’T KEEP IT, DON’T BUY IT.

Do this today

COST: $0 **TIME: 10 MINUTES**

Take the house tour from the start of this chapter. For real this time.

1. Walk through your kitchen, your desk, your car and your closet.
2. Write down every business name you find, and how long it’s been there.
3. Notice which ones you still use. Those are the ones that got it right.
4. Pick the one spot in your customer’s life you want to own.

Somebody else’s name is already in your house.

Now go get yours into theirs.

CHAPTER 8

Give it a job.

Before you order anything, ask one question.

> **What's its job?**

Not "what color."
Not "how many."
Not "what's on sale this week."

What is this thing going to do for my business, every day, after I hand it over?

If you can't answer that in one sentence, don't order it yet.

The magnet with a job

Imagine two heating and air companies.

Both hand out refrigerator magnets.

Magnet #1

Logo. Phone number. That's it.

Magnet #2

"Next filter change: _____." The tech writes in the date before he leaves. Phone number underneath.

The first magnet says, “We exist.”

The second magnet has a job.

It reminds the customer to change the filter.

Every time they open the refrigerator, it asks a little question: “Is it time?”

And when it’s time, the number is right there.

Same magnet. Same price. One of them works.

Five jobs a thing can do

Almost every good item does one of these five jobs.

PICK THE JOB FIRST

The job	What it looks like
Solve a problem	A tire gauge in the glovebox. A first-aid kit under the seat. A charger for the dead phone.
Start a conversation	A funny T-shirt. A great hat. A cutting board guests ask about.
Reward an action	A free T-shirt for bringing a friend. A tumbler for the 10th visit.
Make an introduction	“Give this one to a neighbor.” Two pens in the envelope instead of one.
Keep your number close	The magnet, the key tag, the notepad. Right there when they need you.

One job is enough.

Two is great.

> **Zero is a waste of money, no matter how cheap it was.**

The 6 rules of things people keep

Here's the whole chapter on one page.

Tape it next to your desk. Run every order through it.

THE 6 RULES

1. **Give it a job.** Solve a problem, start a conversation, reward an action, make an introduction or keep your number close.
2. **Put it where it gets used.** A magnet belongs in a kitchen. A tape measure belongs with a contractor.
3. **Don't make the logo the whole idea.** Add a line, an offer, a checklist or an emergency number.
4. **Plan the hand-off.** Who gets it, when, and what should they do next?
5. **Better is sometimes cheaper.** Count the cost per use, not the cost per piece.
6. **Cheap can be brilliant.** Pennies, the right person and a clear message add up to real marketing.

Six yeses? Order it. Anything less, fix it first.

Let's go through them.

RULE 1

GIVE IT A JOB.

You just read this one.

If you don't know the job, the item doesn't either.

RULE 2

PUT IT WHERE IT GETS USED.

You did this in the last chapter. You walked through the house, the desk, the car, the bag.

A beach towel for an accountant's clients is nice.

A desk pad for an accountant's clients is used every day during tax season.

> **The right item in the wrong place just sits there.**

RULE 3

DON'T MAKE THE LOGO THE WHOLE IDEA.

Your logo is not a reason to keep something.

What's printed next to it can be.

- **"Next filter change: _____."**
- **"Water heater leaking? Call this number first."**
- **"Measure twice. Call us once."**

Those words turn a thing into an ad with a reason to exist.

We'll spend the whole next chapter on writing them.

RULE 4

PLAN THE HAND-OFF.

A box of pens in the closet does nothing.

Decide three things before you order:

- **Who gets it?**
- **When do they get it?**
- **What should they do next?**

A tape measure handed over at the end of a free estimate, with “Call me when you’re ready” and a smile, is a whole different thing than a tape measure in a fishbowl on the counter.

We’ll get into timing in Chapter 10.

RULE 5

BETTER IS SOMETIMES CHEAPER.

Don’t look at the price per piece. Look at the price per use.

A good tumbler used every workday can cost less per day than a flyer that gets read once.

We’ll do the math in Chapter 13.

RULE 6

CHEAP CAN BE BRILLIANT.

You don’t need to spend a lot to get kept.

An emery board from a nail salon or a seed packet from a garden center costs pocket change, and it’s perfect for the person who gets it.

> **Pennies, plus the right person, plus a clear message. That’s real marketing.**

STOLEN FROM THE MASTERS

Theodore Levitt

Theodore Levitt taught marketing at Harvard Business School for years.

He liked to tell his students a line he’d picked up from an old salesman:

> **“People don’t want to buy a quarter-inch drill. They want a quarter-inch hole!”**

Nobody wants the drill.

They want what the drill does for them.

It’s the same with everything you hand out.

Your customer doesn’t want a magnet. They want to remember when to change the filter.

They don’t want a power bank. They want their phone to work at the airport.

> **Sell the hole, not the drill. Give the thing a job.**

⚠ Do not make this mistake

Don’t order it because it’s on sale.

Don’t order it because you saw it at a trade show.

Don’t order it because it’s what you ordered last year.

NO JOB, NO ORDER.

Do this today

COST: $0 **TIME: 10 MINUTES**

Think about the last thing you handed out, or the next thing you’re planning to order.

1. Write down its job in one sentence.
2. Run it through the 6 rules. Mark each one yes or no.
3. Fix every “no” before you order. Add a line, change the hand-off or pick a better item.

Everything you hand out is working for you, or it isn’t.

Every item gets a job. No job, no order.

CHAPTER 9

The silent call to action.

Two financial planners hand out the same ruler.

Ruler #1

Logo. Phone number.

Ruler #2

“Is your retirement measuring up? Call (555) 555-0123 for a free review.” Logo.

Same ruler. Same price. Same printer.

The first one tells you who made it.

The second one says something.

It asks a question you can’t ignore. Then it tells you exactly what to do about it.

> **Your logo says who you are. The line tells them what to do next.**

Being remembered doesn’t pay the bills

Let’s be honest about something.

Yes, you’re grateful for every customer. For what they’ve given you, and what they might give you someday.

And yes, the gift is a thank-you. It’s there so they remember you.

But remembering you is not enough.

You can’t pay the bills with being thought of.

What pays the bills is the phone ringing.

Somebody picks it up, calls you, and buys your service or your product.

So everything you hand out needs to ask for that call.

Sometimes it asks quietly. The magnet just sits on the refrigerator, waiting for the day the water heater goes out.

Sometimes it’s not so quiet. “Bring this in by Friday for a free car wash.”

> **Either way, it’s working for you when you’re not in the room. That’s the silent call to action.**

That line is the cheapest upgrade in this whole book.

It costs nothing extra to print.

You just have to write it.

You don’t get a page. You get a pen.

When you write an ad, you get a whole page to make your case.

When you print a pen, you get about two inches.

A magnet, maybe a few more.

That’s not a lot of room.

So most people fill it with the only thing they can think of. The logo.

But think about what those two inches really are.

They’re a headline.

A headline your customer is going to read every single day for years.

Write it like it matters, because it does.

STOLEN FROM THE MASTERS

David Ogilvy

David Ogilvy was one of the greatest advertising men who ever lived.

He built one of the biggest ad agencies in the world, and he wrote a famous book about it called *Confessions of an Advertising Man*.

He had a simple point about headlines.

Most people read the headline, and that's it. He figured about five times as many people read the headline as read the rest of the ad.

So when you write your headline, you've spent most of your money.

Now think about a pen.

There is no "rest of the ad."

> **On a pen, a magnet or a T-shirt, the line is the whole ad.**

Ogilvy also had a motto he repeated to everyone who worked for him: "We sell, or else."

He didn't care if an ad was pretty. He didn't care if it won awards.

He cared if it sold.

Hold everything you hand out to the same standard.

Lines that work

Here are a few to get you thinking. Steal the idea, then make it yours.

THE ITEM, THE BUSINESS, THE LINE

Item	Business	The line
Magnet	Heating and air	*"Next filter change: _____."*
Emery board	Nail salon	*"Smooth out life's rough edges."*
Chip clip	Mortgage broker	*"Sealing the deal for your home."*
Stress ball	IT company	*"Network down? Squeeze here. Then call us."*
Ruler	Contractor	*"Our standards always measure up."*
Seed packet	Garden center	*"Let's grow together. Bring this in for 10% off your next plant."*
Tape measure	Remodeler	*"Measure twice. Call us once."*
Pen cup	Any front counter	*"Need a pen? Take two. Need us? Call anytime."*
Door hanger	Any home service	*"We're working on your neighbor's home today. Call this week for 15% off."*
Key tag	Car dealer	*"Check engine light? We're right here."*

Notice none of them say "Quality service since 1998."

Every one of them is about the customer.

Silent, and not so silent

Almost every good line is one of these four.

The first two ask quietly. The last two ask out loud.

THE REMINDER

SILENT.

Tells them when to call you.

“Next filter change: _____.”

THE SMILE

SILENT.

A joke or a pun that fits the item, plus your number.

“Smooth out life’s rough edges.”

THE EMERGENCY

NOT SO SILENT.

Tells them who to call when it goes wrong.

“Leak? Call this number first.”

THE OFFER

NOT SO SILENT.

Gives them a reason to call this week, with a deadline.

“Bring this in by Friday for a free car wash.”

Pick the kind that matches the job you gave the item in Chapter 8.

A magnet that keeps your number close wants a reminder or an emergency line.

A T-shirt that starts a conversation wants a smile.

> **The job picks the line. But every line ends the same way: with a way to reach you.**

A phone number. A website. A QR code that opens your booking page.

If they love the line and can’t find the number, you just paid for a smile.

How to know it’s good

THE LINE CHECK

1. **Short.** It fits on the item, and you can read it in a second or two.
2. **About them, not you.** “Your” beats “our” almost every time.
3. **Fits the item.** A ruler talks about measuring. A seed packet talks about growing.
4. **Asks for the call.** It tells them what to do next, and how to reach you: call, scan, book or bring it in.
5. **Passes the out-loud test.** Read it to a customer. If they smile or nod, you’ve got it.

Five yeses? Send it to the printer.

What about funny?

Funny is great, when it’s actually funny.

People keep things that make them smile. They show them to their friends.

But keep it clean, keep it kind, and keep it about the item.

If you have to explain the joke, pick another line.

And if you’re not sure it’s funny, it’s not. Go with a reminder instead.

A clear line always beats a clever line that nobody gets.

⚠ Do not make this mistake

Don’t print your slogan just because you have one.

“Quality since 1998” is not a line.

“Family owned and operated” is not a line.

WRITE IT FOR THEM, NOT FOR YOU.

Try this with AI

AI is very good at this. Give it lots to work with, and ask for more lines than you need.

COPY AND PASTE

“I own a [TYPE OF BUSINESS] in [CITY]. I’m printing [ITEM] for [WHO GETS IT]. Its job is to [THE JOB].

Write me 20 short lines I could print next to my logo. Keep each one under eight words. Make some of them reminders, some emergency lines, some funny and some offers.

Make every line about my customer, not about me, and make it fit the item.”

Cross out anything that makes you cringe.

Circle three.

> **Then read those three out loud to a real customer.**

Do this today

COST: $0 **TIME: 15 MINUTES**

Pick the next item you're going to hand out.

1. Write three lines for it: a reminder, a smile and an offer.
2. Run each one through the line check.
3. Read the best one out loud to a customer. Watch their face.

The printer charges the same either way.

Make those two inches ring your phone.

CHAPTER 10

Pick the moment.

Two pool companies give their customers the same beach towel.

Pool company #1

Hands it over in September, at the last cleaning of the year.

Pool company #2

Hands it over in May, the day the pool opens.

Think about where those towels end up.

The September towel gets folded and put on a shelf in the garage. The pool is closing. Nobody's swimming until next year.

The May towel goes straight onto the lounge chair.

It's there all summer. Every swim, every barbecue, every time the neighbors come over.

And every time somebody says, "The water looks great," the pool company's name is sitting right there.

Same towel. Same price. Different month.

> **When you hand it over matters as much as what you hand over.**

Most people spend all their time picking the item.

Almost nobody picks the moment.

The oil change

Imagine a little oil change shop.

The oil's done. The customer is back behind the wheel, keys in hand, ready to go.

Before they pull out, the tech leans in.

He hangs a fresh air freshener on the mirror, with the shop's name on it.

He sticks a reminder in the corner of the windshield: "Next oil change: _____ miles. Call us."

Then he hands over two coupons. "One's for you. One's for a friend."

That took about ten seconds.

Now think about what just happened.

- **The car smells great, and it smells like that shop.**
- **The reminder is right at eye level every time they drive.**
- **The second coupon is going to a friend.**

The same air freshener in a bowl on the counter? Most people walk right past it.

> **Handed over at the right moment, it's a thank-you, a reminder and a referral, all at once.**

More on that second coupon in the next chapter.

Five moments that work

You don’t have to guess. These five moments work for almost every business.

MOMENT 1

THE FINISH LINE.

The job is done. The car runs great. The hair looks amazing.

This is when your customer is happiest with you.

It’s also when they’re most likely to book again and send a friend.

So this is when you hand it over. And this is when you ask.

“If you were happy today, here’s one for a friend.”

MOMENT 2

THE FIRST HELLO.

The first visit. The first order. The first day as a member.

New customers are paying close attention. They’re wondering if they made the right choice.

A small welcome gift answers that question for them.

A gym that hands every new member a water bottle on day one is saying, “We’re glad you’re here. Come back tomorrow.”

MOMENT 3

THE RESCUE.

Some gifts are worth ten times more at exactly the right minute.

- **A power bank, handed out fully charged at 3 p.m. at a trade show, when every phone in the room is dying.**
- **A rain poncho at the ballgame, when the clouds roll in.**
- **A bottle of cold water at the car wash on the hottest day of the year.**

Your logo just became the hero of a bad day.

Nobody forgets who rescued them.

MOMENT 4

BEFORE THE SEASON.

Get there before your customer needs you, not after.

- **Calendars in October, when people start planning next year.**
- **Air-conditioning tune-up magnets in April, before the first heat wave.**
- **Sunscreen and beach towels before Memorial Day.**
- **Ice scrapers before the first frost.**

Show up a month early, and you're the one they call.

Show up a week late, and somebody else already got the job.

MOMENT 5

THE MILESTONE.

The closing. The anniversary. The 10th visit. The 100th workout.

Milestones are when people feel proud, and they love being recognized for them.

A gift they earned gets kept, and shown off.

We'll spend a whole part of this book on keeping customers coming back. For now, just know this: milestones are the easiest moments to plan, because you can see them coming.

Right thing, wrong moment

Here's how the same items do at the wrong moment, and at the right one.

CROSS OUT THE WRONG MOMENT

Item	Wrong moment	Right moment
Calendar	~~Mailed in January~~	Mailed in October, right when they start planning next year
Air freshener	~~In a bowl on the counter~~	Hung on the mirror at the end of the oil change
Power bank	~~In the trade show bag at 9 a.m.~~	Handed out fully charged at 3 p.m.
Magnet	~~Mailed to every house in town~~	Left on the refrigerator after the repair: "Next time, call us first."
Pen	~~In a cup by the register~~	Handed over after they sign: "Keep it. You just made a great decision."
Ice scraper	~~Given out in July~~	The week before the first frost
Sunscreen	~~Given out in December~~	The Friday before Memorial Day

Nothing about the items changed.

> **Only the moment did.**

STOLEN FROM THE MASTERS

Chip and Dan Heath

Chip and Dan Heath are brothers who write business books. One of them is called *The Power of Moments*.

It's about why some moments stick with us for the rest of our lives, and most of them disappear.

One of their big points comes from psychology research.

When we look back on an experience, we don't remember every minute of it.

We remember the best moment, and we remember how it ended.

Think about what that means for your business.

The forty minutes in the waiting room? Mostly forgotten.

The last thirty seconds, when the tech hung the air freshener and said thank you? That's what they remember.

> **Make the ending great, and put your gift right there.**

⚠ Do not make this mistake

Don't mail the calendar in January.

Don't leave it in a bowl on the counter.

Don't hand it over and forget to ask for the next visit.

PICK THE MOMENT. THEN ASK.

Do this today

COST: $0 TIME: 10 MINUTES

Look at the next thing you're planning to hand out.

1. Name the moment: the end of the job, at the closing, at check-in or before the season.
2. Write that moment on the order, so everybody knows.
3. Decide who hands it over and exactly what they say.

The right thing at the wrong moment is a waste.

The right thing at the right moment rings your phone.

CHAPTER 11

One for you, one for a friend.

Remember the second coupon?

At the end of the last chapter, the oil change tech handed over two coupons.

“One’s for you. One’s for a friend.”

Let’s follow that second one.

It goes in the cup holder. A week later, the customer is at lunch with a buddy from work.

The buddy says, “I need to get my oil changed. Where do you go?”

Out comes the coupon.

“Go here. They’re fast, and they don’t try to sell you a bunch of stuff you don’t need. Here, take this.”

Think about what just happened.

That coupon didn’t come from the shop.

It came from a friend.

An ad says

“We’re fast, friendly and affordable.”

A friend says

“Go here. Ask for Mike. Tell him I sent you.”

You can say great things about yourself all day long.

People expect you to.

But when a friend says it, they believe it.

> **Word of mouth is the best referral you will ever get.**

The friend already trusts the person who sent them. So they walk in already halfway sold.

They don't shop around. They don't ask for three quotes.

They just call.

And here's the best part. Word of mouth doesn't cost you an ad.

It costs you a second coupon.

Give them two of everything

Most happy customers would gladly send you a friend.

They just don't think about it.

So make it easy. Hand them something to pass along.

- **An oil change shop hands over two coupons: one for you, one for a friend.**
- **A gym gives new members two T-shirts: one for you, one for your workout partner.**
- **A pizza place tapes two magnets to every box: one for your refrigerator, one for the neighbor's.**
- **A hair salon hands over two cards: your next visit, and a first visit for a friend.**
- **A financial planner mails two copies of the retirement checklist: one for you, one for someone you care about.**

The second one costs you almost nothing.

> **But it turns every happy customer into a salesperson who works for free.**

Put their name on it

Here's a small trick that makes a big difference.

Write your customer's name on the friend's card.

PLAIN CARD

10% OFF YOUR FIRST VISIT

Show this card at the front desk.

NAMED CARD

YOUR FIRST BLOWOUT IS ON US

A gift from a friend who thinks you'll love it here.

Courtesy of Jen

The plain card is a coupon.

The named card is a gift from Jen.

Her friend is much more likely to use it, because it came from someone she knows.

And when that card comes back across your counter, you know exactly who sent them.

> **Now you can say thank you to Jen.**

When to ask

Go back to the last chapter.

The best moment is the finish line. The job is done, and they're happy.

That's when they're thinking, "These people are great."

That's the moment to say, "If you know anyone who'd like this too, here's one for them."

Ask a week later, and the feeling is gone.

Ask in the middle of the job, and it feels like a sales pitch.

> **Ask while they're smiling.**

How to ask without feeling weird

A lot of business owners hate asking for referrals. It feels like begging.

It's not. You're giving them a gift to give someone else.

Here are a few ways to say it. Pick the one that sounds like you.

- **"Here's one for you, and one for a friend."**
- **"Who's the one person you know who'd love this?"**
- **"We grow because of people like you. If you know anybody, we'd love to take care of them."**
- **"Put your name on this one, and give it to a friend. We'll take great care of them, and we'll thank you for it."**

Say it once. Say it with a smile. Then stop.

That's it.

Thank them, every single time

When a referral walks in, the person who sent them did you a huge favor.

Thank them that same week.

A handwritten note. A phone call. A small gift, like a nice tumbler, a gift card for coffee or a free visit.

It doesn't have to be big.

It has to happen.

> **Thank someone once, and they'll send you another friend. Forget to, and they probably won't.**

Take it one step further

Now that you know who sent the referral, give that person a reason to keep doing it.

Put something in it for them.

10% off their next visit.

Every friend they send, they save.

Think about what that does.

- **The friend gets a great first visit.**
- **The person who sent them gets thanked, and gets a discount.**
- **You get a new customer and a happier old one.**

And the person who sent you that first friend?

They're going to keep sending people.

Because every time they do, you notice. You say thank you. And it pays.

> **One referral, thanked the right way, turns into the next one, and the next one.**

Put it right on the card, so everybody knows how it works:

> **"Give this to a friend. Their first visit is on us, and you'll get 10% off your next one. Thank you for sending them our way."**

> **One thing to check: some industries have rules about referrals. Be clear on those rules before you put this strategy to work.**

Count them

Word of mouth sounds like something you can’t measure.

You can. Just write it down.

KEEP A SIMPLE REFERRAL LIST

Who sent them	Who came in	Thank-you sent
Jen Alvarez	Her sister, Maria	Note and a coffee card, March 4
Tom Reed	Coworker, Dev	Phone call and a free oil change, March 9

After a few months, look at the list.

You'll see who your biggest fans are.

> **Take really good care of those people. They're your best salespeople.**

THE REFERRAL CHECK

1. **Something to hand over.** A second coupon, card, magnet or shirt.
2. **Made for a friend.** It says so: "One for a friend."
3. **Their name on it.** "Courtesy of Jen."
4. **Asked at the finish line.** While they're happy.
5. **Thanked every time.** The same week, with something in it for them, like 10% off.
6. **Written down.** So you know who sends you business.

Six yeses, and word of mouth stops being luck. It becomes a system.

STOLEN FROM THE MASTERS

Jay Abraham

Jay Abraham is a marketing consultant who has spent decades helping businesses grow, from one-person shops to giant companies.

One of the things he's best known for is referral systems.

His point is simple.

Your happiest customers already know your next customers. Their friends, their family, their neighbors, the people they work with.

But most businesses never ask. They just hope.

Hope is not a system.

Build the ask into every job, the same way, every time, and referrals stop being a nice surprise.

> **They become something you can count on.**

⚠ Do not make this mistake

Don’t wait for word of mouth to happen on its own.
Don’t trade a gift for a review. Google doesn’t allow it.
Referrals and reviews are two different things.

HAND THEM SOMETHING TO PASS ALONG.

Try this with AI

Let AI help you design your “one for a friend.”

COPY AND PASTE

“I own a [TYPE OF BUSINESS] in [CITY]. My happiest customers are [DESCRIBE THEM].

Give me five ideas for something I could hand every happy customer to pass along to a friend. For each one, tell me what it is, what it offers the friend, how I put my customer’s name on it, and what I say when I hand it over.

Then write me a short thank-you note I can send to the customer when their friend comes in.”

Pick one idea.

> **Print it, and start handing it out this week.**

Do this today

COST: A FEW DOLLARS | TIME: 20 MINUTES

Think of your three happiest customers.

1. Make a “one for a friend” card. Leave a line for their name.
2. Give each of those three customers one, and say, “Who’s the one person you know who’d love this?”
3. Start your referral list today, so you’re ready to say thank you, and to give the sender their 10% off.

Your happiest customers already know your next customers.

Give them something to hand over.

CHAPTER 12

Give away the damn pencils.

Somewhere in your business, there's a box.

Maybe it's in the back room. Maybe it's under the counter. Maybe it's in the trunk of your car.

Inside are pens. Or magnets. Or T-shirts from the open house two years ago.

You were excited when you ordered them.

You handed out a few.

And then the box went on a shelf.

A pencil in a box produces nothing.

Every one of those things is a little ad that nobody has ever seen.

It isn't on a refrigerator. It isn't on a desk. It isn't in anybody's hand.

It's just sitting there, in the dark, doing nothing for you.

The tire gauges in the back room

Imagine a tire shop that orders 1,000 tire pressure gauges.

Good ones, with the shop's name and number on the side and a great line: "Low tire? We're right here."

They hand out a couple hundred in the first month.

Then things get busy. The box gets pushed into the back room.

A year later, the owner finds it. Eight hundred gauges.

And here's what he says:

> **"I don't want to just give them away. Those were expensive."**

Think about that for a second.

The money is already spent. He paid for those gauges a year ago.

The only way to waste that money now is to keep them in the box.

In the box

800

gauges, and zero people who know your number.

Handed out

800

gloveboxes with your name in them, for years.

Same gauges. Already paid for.

> **The money is spent either way. Only one of them brings anybody in.**

Why the box never gets empty

This happens to almost every business. Here's why.

- **"I'm saving them for something special." The special thing never comes.**
- **"I don't want to run out." So you never use them.**
- **"Nobody's in charge of it." So nobody does it.**
- **"I forgot we had them." Out of sight, out of mind.**

None of those reasons ring your phone.

Running out is the goal

Here’s the mindset change.

An empty box is not a problem.

An empty box means it worked.

It means hundreds of people now have your name and number in their kitchen, their car, their bag.

When the box is empty, look at what happened. Did the phone ring more? Did people mention it?

Then order more. Or order something better.

But you can’t learn anything from a full box.

How to empty the box

Don’t wait for people to come take one. Put it in their hands.

EVERY TIME THIS HAPPENS, HAND ONE OVER

Every time…	Do this
A job is finished	Hand one over at the finish line, and say thank you.
An order ships	Drop one in the box, on top, where they see it first.
An invoice goes out	Slip one in the envelope with a quick handwritten note.
Someone visits	Hand them one on the way out, not on the way in.
Your team heads out	Every company car carries a handful.
There’s a local event	Bring the whole box. Come home with an empty one.
You meet someone new	Keep a few in your own pocket, bag or car. Always.

And give two when it makes sense. Remember Chapter 11: one for you, one for a friend.

Make it somebody's job

If everybody is in charge of handing things out, nobody is.

Pick one person. Give them the box, and a simple goal.

> **"This box is empty by the end of next month."**

Check in on it like you'd check in on any other job.

Do the math. If your team hands out ten a day, a box of 500 is empty in fifty days.

That's 500 people who now have your name, in fifty days, for stuff you already paid for.

STOLEN FROM THE MASTERS

Benjamin Franklin

Before he was a Founding Father, Benjamin Franklin was a printer.

For about 25 years, he published *Poor Richard's Almanack*, a little book of weather, calendars, advice and sayings.

People kept it in the house all year. They read it. They quoted it. They bought the next one.

A printer who understood that people keep useful things. Sound familiar?

One of the sayings in that almanac fits this chapter perfectly:

> **"Well done is better than well said."**

Ordering the pens was "well said."

Getting them into people's hands is "well done."

⚠ Do not make this mistake

Don’t save them for something special.

Don’t be afraid to run out.

Don’t let the box decide when you market.

A BOX IS NOT A MARKETING PLAN.

Do this today

COST: $0 TIME: 15 MINUTES

Go find the box. You know where it is.

1. Count what’s in it, and write the number down.
2. Put a handful in your car, your bag and every work vehicle.
3. Pick a date this box will be empty, and give it to someone to make that happen.

You already paid for them.

Now open the box, and give away the damn pencils.

CHAPTER 13

Cheap isn’t the same as inexpensive.

Two businesses hand out umbrellas.

The cheap one

Flips inside out the first windy day. Ends up sticking out of a trash can on the sidewalk, logo up, for the whole street to see.

The good one

Rides in the trunk for five years. Comes out every time it rains. Gets lent to a friend, and comes back.

The good umbrella cost more.

It was still the inexpensive one.

The cheap one cost less, did its job once, and then did the opposite of its job.

Your name was on a broken umbrella in the trash.

Those two words, cheap and inexpensive, sound like they mean the same thing.

They don’t.

- **Cheap means it didn’t cost much.**
- **Inexpensive means it did a lot for what it cost.**

> **You want inexpensive. You almost never want cheap.**

Count the uses, not the price

Here’s how to tell the difference.

Don’t look at what the item costs.

Look at what it costs *every time somebody uses it*.

THE PRICE PER USE

Item	Price	Times used	Per use
Pen that skips	$0.40	10	4¢
Pen that writes all year	$1.50	250	0.6¢
Scratchy, boxy T-shirt	$4	1	$4.00
Soft T-shirt they love	$9	50	18¢
Tumbler that leaks	$6	3	$2.00
Tumbler that goes to work every day	$20	250	8¢

Example numbers to show the math. Your real prices and uses will be different.

Look at the T-shirts.

The “cheap” shirt cost $4 for one wear, and that one wear was painting the garage.

The “expensive” shirt costs 18 cents a wear. And every time it’s worn, it’s out in public, at the store, the game, the park. More people see it.

> **The better one is the bargain.**

Your name is on it

Here's the part people forget.

Whatever you hand out says something about you.

You can't control what it says. The item says it for you.

- **A pen that skips while your client signs says, "We cut corners."**
- **A charger that quits in a month says, "Our stuff doesn't last."**
- **A shirt nobody wants to wear says, "We didn't really think about you."**

That's the exact opposite of what you paid it to say.

Now flip it.

- **A pen that writes beautifully says, "We care about details."**
- **A tumbler that keeps coffee hot all morning says, "We make things that work."**
- **A shirt that's soft enough to sleep in says, "We get you."**

> **You're not just buying a thing. You're buying what it says about you, every day, for as long as they keep it.**

But cheap can still be brilliant

Hold on. This chapter is not telling you to spend more.

Remember Chapter 8.

An emery board from a nail salon costs pocket change, and it's perfect.

A seed packet from a garden center costs pocket change, and it's perfect.

A good pencil from a lumber yard costs pocket change, and it's perfect.

None of those are cheap. They're inexpensive. They do their job, they last as long as they need to, and they fit the person who gets them.

> **The rule isn't "spend more." The rule is "never pick the one that breaks, scratches or leaks."**

Sometimes the best answer costs pennies.

Sometimes it costs twenty dollars.

It's never the one that falls apart.

THE PROUD TEST

1. **Hold it.** Does it feel good in your hand?
2. **Use it.** Does it actually work, the first time and the tenth time?
3. **Picture it in a year.** Is it still being used, or is it broken?
4. **Picture your best customer.** Would you be proud to hand it to them?

Four yeses? That's inexpensive. Anything less is just cheap.

STOLEN FROM THE MASTERS

Warren Buffett

Warren Buffett is one of the most successful investors who has ever lived.

Every year, he writes a letter to the people who own shares in his company. People all over the world read them.

In one of those letters, he put the whole idea of this chapter in nine words:

> **“Price is what you pay; value is what you get.”**

Buffett made his fortune by looking past the price tag and asking what he was really getting.

You can do the same thing with a pen.

Don’t ask, “What does it cost?”

Ask, “What do I get for it?”

⚠ Do not make this mistake

Don’t pick the lowest price on the page just because it’s the lowest.

Don’t put your name on something that breaks.

BUY THE ONE YOU’D BE PROUD TO HAND OVER.

Try this with AI

Let AI do the math, and tell you what each choice says about you.

COPY AND PASTE

“I own a [TYPE OF BUSINESS] in [CITY]. I’m thinking about giving my customers [ITEM].

Compare a bargain version and a good-quality version. For each one, estimate how long it will last, how many times it will be used, and the cost per use.

Then tell me what each one says about my business to the person who gets it, and which one you’d choose.”

You’ll be surprised how often the better one wins.

> **And how often the right answer is something simple that costs pennies.**

Do this today

COST: $0 **TIME: 10 MINUTES**

Go back to the box from Chapter 12. Take one of each thing out.

1. Hold each one in your hand and run the proud test.
2. If it passes, hand them all out. If it doesn't, don't reorder it.
3. Write down what you'll buy instead next time, and why.

Every penny counts. That's exactly why you shouldn't waste them on cheap.

Price is what you pay. Get the value.

BEFORE YOU GO ANY FURTHER

You know how to use them.

Later in this book, you'll find 250 ideas. Things you can put your name on, from pocket change to the gift you give your best customer.

Pens. Magnets. Tumblers. Jackets. Canopies. Things people keep.

Don't skip ahead yet.

Because now you know what most people buying this stuff never learn:

7	**People keep what you hand them.**
8	**Every item needs a job.**
9	**Being remembered doesn't pay the bills. Make it easy to call.**
10	**When you hand it over matters as much as what.**
11	**Give them one for a friend.**
12	**A box in the back room isn't marketing.**
13	**Cheap isn't the same as inexpensive.**

The product isn't the marketing.
What you do with it is.

PART THREE

The Free Stuff That Works

AI, letters, phone calls, follow-ups, reviews and showing up.

14 Let AI Do the Typing

15 Put It in an Envelope

16 Pick Up the Phone

17 Follow Up Until They Say No

18 Ask for the Review

19 Show Up Where Your Customers Are

CHAPTER 14

Let AI do the typing.

“I don’t have time to write.”

I hear it all the time.

You know you should send the email. Write the thank-you note. Post something. Follow up on that quote.

But it’s 9 o’clock at night. You’ve been working since 6.

You open a blank screen, stare at it for ten minutes, and close it.

Nothing goes out.

The blank page wins again.

Here’s the good news.

You don’t have to stare at a blank page anymore.

> **AI writes the first draft. You make it sound like you. You hit send.**

That’s the whole chapter.

Everything in this part of the book is free: emails, letters, phone calls, follow-ups, referrals, reviews.

The only thing they cost is time.

AI gives you most of that time back.

Ten minutes on a Sunday night

Imagine a hair salon owner.

She knows she should email the clients who haven't been in for a while. She's been meaning to do it for six months.

One Sunday night, she opens an AI tool and just talks to it, like she's talking to a friend.

"I own a hair salon. Some of my clients haven't been in for three or four months. I want to tell them we miss them, without sounding desperate. Book by the end of the month, and they get a free deep-conditioning treatment."

Ten seconds later, she has a draft.

She changes a couple of words so it sounds like her. She adds one line about the new stylist.

She hits send.

Ten minutes, start to finish.

By Wednesday, the book is filling up.

> **The email she'd been putting off for six months took ten minutes.**

What AI is good at

Almost anything you've been putting off because it means writing.

ASK AI FOR THE FIRST DRAFT OF...

The job	What to ask for
The "we miss you" email	A short note to customers who haven't been back, with an offer and a deadline
The follow-up	A friendly check-in on a quote that went quiet
The thank-you note	A few warm lines you'll copy out by hand
The review reply	A kind answer to a great review, or a calm one to a bad review
The post	A before-and-after, a tip, a customer story, a slow-week offer
The line	Twenty lines for your next pen, magnet or T-shirt
The referral card	The words for "one for you, one for a friend"
The plan	A 90-day marketing calendar, week by week

You've seen "Try this with AI" boxes in the earlier chapters.

This is the chapter that shows you how to use them.

How to ask

AI is only as good as what you tell it.

Ask for “a marketing email,” and you’ll get something that sounds like every other marketing email.

Tell it four things, and you’ll get something you can actually use.

A GOOD ASK HAS FOUR PARTS

1. **Who you are.** “I own an auto repair shop in Wichita. We’ve been here 20 years.”
2. **Who it’s for.** “Customers who haven’t been in for over a year.”
3. **What you want them to do.** “Book a free safety inspection before the end of the month.”
4. **How it should sound.** “Short. Friendly. Like a note from the owner, not an ad.”

Four parts in, a usable draft out.

A weak ask

“Write a marketing email for my shop.”

A strong ask

“I own an auto repair shop in Wichita. Write a short, friendly note from me to customers who haven’t been in for a year. Offer a free safety inspection before the end of the month. Under 100 words.”

If the first draft isn't right, don't start over. Just tell it what to fix.

- **"Shorter."**
- **"Less salesy."**
- **"Sound more like a person."**
- **"Give me three more versions."**

It never gets tired, and it never gets offended.

Don't type. Talk.

Here's a secret. You don't even have to type.

Most phones and most AI tools let you just talk.

Talk to it in your car between appointments. Talk to it while you're waiting for your coffee.

Ramble. Say it the way you'd say it to a customer.

> **AI is great at turning a two-minute ramble into a clean, short email.**

And because it started with your words, it sounds like you.

Your job: make it sound like you

AI writes the draft. You're still the owner.

Before anything goes out, do three things.

- **Read it out loud. If you wouldn't say it, change it.**
- **Cut it. Most first drafts are too long. Take out a third.**
- **Add one real thing. A name, a detail, something only you would know.**

That last one matters most.

“Thanks for coming in” could be from anybody.

“Thanks for coming in. Hope the new tires made the drive to your daughter’s place a lot smoother” could only be from you.

> **Three rules: check every fact before it goes out, like prices, dates and names. Never let AI make up reviews, quotes or results. And don’t paste in private customer information, like account numbers or anything personal they told you in confidence.**

The 90-day calendar

Here’s the best way to start.

Ask AI for a simple marketing calendar for the next 90 days. Every week gets one small thing to do.

Here’s the kind of thing you’ll get back.

MONTH 1

- Email past customers a “we miss you” offer
- Ask five happy customers for a review
- Hand out one-for-a-friend cards
- Follow up on every open quote

MONTH 2

- Post a before-and-after
- Mail ten handwritten thank-you notes
- Empty the box of pens
- Call three past customers

MONTH 3

- Plan a seasonal offer
- Order next season’s item
- Sponsor one local event
- Count what worked

One thing a week. That's it.

Put it on your real calendar, like an appointment.

> **Twelve small things in 90 days beats one big plan that never happens.**

STOLEN FROM THE MASTERS

Gary Vaynerchuk

Gary Vaynerchuk grew up working in his family's liquor store in New Jersey.

In 2006, before most businesses took the internet seriously, he started making a daily video show about wine. Just him, a table, and a few bottles.

It helped turn the family store into a much bigger business, and it made him one of the best-known marketers around.

His advice to small business owners is blunt: put out a lot more than you think you need to.

He has a phrase for how to do that without burning out:

> **"Document, don't create."**

Don't sit around trying to invent something clever. Just share what you already do every day.

The repair you finished. The customer you helped. The question somebody asked you today.

That's where AI comes in. You tell it what happened. It does the typing.

⚠ Do not make this mistake

Don’t send it without reading it.

Don’t let it sound like a robot wrote it.

Don’t forget to ask them to do something.

AI WRITES THE DRAFT. YOU HIT SEND.

Try this with AI

Start with the calendar.

COPY AND PASTE

“I own a [TYPE OF BUSINESS] in [CITY]. My best customers are [DESCRIBE THEM]. My busy season is [WHEN], and my slow season is [WHEN].

Build me a 90-day marketing calendar that starts this week. Give me one small thing to do each week, mostly free: emails, calls, thank-you notes, referrals, reviews and posts.

For each week, tell me exactly what to do, how long it will take, and what I’m asking my customers to do.”

Print it. Put it on the wall.

Then ask AI to write week one, and send it today.

Do this today

COST: $0 **TIME: 20 MINUTES**

Pick the one thing you've been putting off because you "don't have time to write it."

1. Ask AI for your 90-day calendar.
2. Put the first two weeks on your real calendar.
3. Have AI draft week one. Read it out loud, make it sound like you, and send it.

The blank page doesn't get to win anymore.

AI does the typing. You do the sending.

CHAPTER 15

Put it in an envelope.

Go check your mailbox.

Bills. Ads. A catalog you never asked for. A credit card offer.

And one envelope with your name written on it by hand.

Which one do you open first?

Everybody opens that one first.

Nobody sends handwritten notes anymore.

That's exactly why they work.

When almost nobody does something, the few people who do it get noticed.

A handwritten note says something no email ever can:

> **"A real person sat down and thought about you."**

It costs a card and a stamp.

And people keep them. On the refrigerator. On the desk. In a drawer, for years.

Keep it short

This is the key.

A note is not a letter. It's not a sales pitch. It's not a newsletter.

Three or four sentences. That's it.

Here's what one looks like.

A REAL THANK-YOU NOTE

Hi Linda,

Thank you for trusting us with your car last week. I hope the new brakes made that drive up to Sacramento a lot less stressful.

If anything ever feels off, call me directly.

Mike

That took about two minutes to write.

Look at what's in it.

- **Her name.**
- **One real detail, the trip to Sacramento, that proves he remembered her.**
- **A thank-you.**
- **An easy next step: call me directly.**

No coupon. No "we're having a sale." No paragraph about the shop.

> **Short is what makes it feel personal. Long makes it feel like marketing.**

THE SHORT NOTE

1. **Their name.** Spelled right.
2. **One real detail.** Something only you would know about them.
3. **Thank you.** For what, exactly.
4. **One easy next step.** "Call me directly." "See you in the spring."
5. **Your name.** Signed by hand.

If it runs longer than four sentences, cut it.

If your handwriting is a mess, type it

Let's be honest.

Some of us have handwriting that looks like a doctor's prescription.

If nobody can read it, it doesn't matter how nice the thought was.

So if your handwriting is a mess, type it.

Print it on a nice card. Keep it just as short.

But here’s the trick that makes it still feel personal.

Printed and signed in black

Looks like it came off a printer, all at once. Might be one of a thousand.

Printed, signed in blue

The signature pops off the page. Anyone can see a real person picked up a pen.

> **If you print in black and white, sign it in a different color.**

Blue ink is perfect.

It shows that a human being signed it. Not a machine. Not a font.

And address the envelope by hand, with a real stamp. That’s what gets it opened.

What goes in the envelope

The note is the main thing. But while the envelope is open, use it.

Remember Chapter 9. Being remembered doesn't pay the bills. Give them an easy way to call.

PICK WHAT FITS YOU

Who it's for	What to tuck in
Everyone	Your business card. Always. It's how they find you again.
If it fits	A sticker with your logo. People love stickers, and they end up on laptops, water bottles and phone cases.
A little techy	A QR code that takes them to a simple page: book again, leave a review, or send a friend.
Super techy	A QR code that opens a page made just for them. "Hi Linda, here's your service history and your next reminder."

You don't need the techy stuff.

A short note and a business card work great on their own.

The QR code and the personal page depend on how much time you have, and how comfortable you are with the tech.

> **Start with the note. Add the rest when you're ready.**

The letter I still remember

About 30 years ago, I got a letter from a company promising to solve all my headaches.

Stapled to the top of the letter was a little packet of Alka-Seltzer.

I remember that letter to this day.

Thirty years and thousands of letters later, that's the one that stuck.

> **That's the power of putting something in the envelope that matches the message.**

Now, I wouldn't mail anybody medicine today. You never know who might have a bad reaction.

But the idea still works. Just pick something safe, and make sure it fits in the envelope.

Flat and light. If it makes the envelope lumpy or needs a box, it's the wrong thing.

SOMETHING IN THE ENVELOPE THAT MATCHES THE MESSAGE

Tuck in	The line
A flat ruler	"See how we measure up."
A credit-card ice scraper	"Frosty morning? Scrape here. Then call us for a winter checkup."
A credit-card coupon or loyalty card	"Keep this in your wallet. Your fifth visit is on us."
A seed packet	"Let's grow your business together."
A business-card magnet	"Keep us on the refrigerator. You'll need us someday."

One small thing. One matching line.

And make sure your name and phone number are right there with it.

> **The gift gets them to remember the letter. Your number gets them to call.**

Who gets one

You don’t need a reason. But here are some good ones.

- **A brand-new customer, the week after their first visit.**
- **A customer who sent you a friend. (Chapter 11.)**
- **Someone who left you a great review.**
- **A customer you haven’t seen in a year.**
- **The person at the front desk who always gets you in.**

Five notes a week is 250 notes a year.

That’s 250 people who opened your envelope first.

STOLEN FROM THE MASTERS

Joe Girard

Joe Girard sold cars at a Chevrolet dealership outside Detroit.

Not a luxury brand. Not a fancy showroom. Everyday cars for everyday people.

And the Guinness Book of World Records named him the world’s greatest salesman.

One of his secrets was simple. He sent every customer a card. Every month.

Not just at the holidays. Every month, all year long, to thousands of people.

The cards didn’t try to sell anything. Inside, they said something like “I like you.” And they were signed by Joe.

So when any of those people needed a car, or knew someone who did, there was only one name they thought of.

> **He didn’t outsell everybody with a better pitch. He outsold them with a stamp.**

⚠ Do not make this mistake

Don’t write a page. Write four sentences.

Don’t turn the note into a sales letter.

Don’t send one nobody can read.

KEEP IT SHORT. SIGN IT BY HAND.

Try this with AI

Stuck on what to say? Give AI one real detail, and let it do the typing.

COPY AND PASTE

“I own a [TYPE OF BUSINESS]. I’m writing a short thank-you note to [CUSTOMER’S FIRST NAME]. Here’s what I remember about them: [ONE REAL DETAIL].

Write three versions of a note that’s no more than four sentences. Make it warm and personal, not salesy. End with one easy next step, like calling me directly.”

Pick one. Change a word or two so it sounds like you.

Then copy it out by hand, or print it and sign it in blue.

Do this today

COST: A FEW CARDS AND STAMPS **TIME: 20 MINUTES**

Think of five customers from the last month.

1. Write each one a note. Four sentences, one real detail.
2. Sign it by hand. If it's printed, sign it in blue.
3. Tuck in your business card, address the envelope by hand, and mail all five today.

Nobody sends handwritten notes anymore.

That's exactly why you should.

CHAPTER 16

Pick up the phone.

This is the one that makes most people uncomfortable.

You'll send an email. You'll send a text. You'll post something.

But call somebody? Out of the blue?

Your stomach tightens up just thinking about it.

Get over it.

I mean that in the nicest possible way.

Calling people is a lost art. Almost nobody does it anymore.

Which means the few people who still pick up the phone stand out, the same way a handwritten note stands out in the mailbox.

An email gets skimmed. A text gets a thumbs-up.

> **A real voice, saying their name, gets remembered.**

Sixty seconds

Imagine the owner of an auto repair shop.

Two days after a big brake job, he picks up the phone and calls the customer.

"Hi Linda, it's Mike from Valley Auto. Nothing's wrong. I just wanted to check on you. How's the car stopping?"

“Oh! It’s great. Thanks for calling.”

“Good. If anything feels off, call me directly. Have a great week.”

That’s it. Sixty seconds.

Now think about Linda.

When was the last time a business called her just to check on her?

Probably never.

That night at dinner, she tells her husband about it. That weekend, she tells her sister.

> **Sixty seconds on the phone, and Mike got talked about at two dinner tables.**

Why it feels so uncomfortable

Let’s name the fears. Then let’s knock them down.

“I don’t want to bother them.”

You’re not selling. You’re checking in. People like being checked on.

“What if they don’t want to talk?”

Then it’s a short call. Say thanks and hang up. Nobody gets hurt.

“I won’t know what to say.”

You will. You’ll have one reason and one sentence ready. See below.

“Nobody answers anymore.”

Then you leave a great 20-second voicemail. That still counts.

Here's the truth about the uncomfortable part.

It lasts about ten seconds.

The moment they say, "Oh, hi!", it's just a conversation.

> **And the more calls you make, the shorter those ten seconds get.**

The gift of gab

Some people are born talkers. They can chat with anybody about anything.

If that's you, great. Use it.

If that's not you, here's a secret.

The gift of gab isn't really about talking.

It's about asking.

Ask a question. Then listen.

- **"How's the car running?"**
- **"How did the party go?"**
- **"Did the new hire work out?"**
- **"How's your mom doing?"**

People love to talk about their own lives. Let them.

You don't have to be a great talker. You just have to be interested.

It's hard to break up with a friend

Here's what happens when you keep making those calls, year after year.

You start to really know each other.

You know about their family. They know about yours.

They know your kids' names. You know their husband's name, or their wife's.

You know about the hard year they had. They know about yours.

And one day you catch yourself saying, "Wait, Emma's got to be in fifth grade by now."

> **It's amazing what a bond that creates.**

Now think about what happens when something goes wrong.

And sometimes it will. A part comes in late. A job takes longer than you said. Something just doesn't work perfectly.

To a stranger, that's a reason to find somebody else.

But it's hard to break up with the person you've known for years, who asks about your husband by name and remembers your kid's soccer team.

Those are the connections that make lasting business relationships.

But here's the catch.

You can't fake it.

People can smell phony a mile away. If you're only asking about their kids so you can sell them something, they'll know.

> **You have to sincerely care about your customers.**

Take care of them now. They'll take care of you later.

If you're bad with names, write them down after the call: the spouse, the kids, the big trip coming up. That's not phony. That's paying attention.

The calls that matter

You don’t need a reason to call. But having one makes it easy.

FIVE CALLS WORTH MAKING

The call	What you say
The check-in	“Just calling to see how everything’s working out.”
The “it’s been a while”	“We haven’t seen you in a year. Wanted to make sure you’re doing okay.”
The referral thank-you	“Your sister came in today. I just had to call and say thank you.”
The instead-of-an-email	“I was about to email you, and figured I’d just call.”
The good news	“Your order came in early. Want to pick it up today?”

Notice something about that list.

None of those calls are sales calls.

But every one of them makes the next sale a lot more likely.

Remember Chapter 9: being remembered doesn't pay the bills. So end every call with one easy next step. "Call me directly." "See you in the spring." "Want me to put you on the schedule?"

HOW TO MAKE THE CALL

1. **Say who you are, fast.** "Hi Linda, it's Mike from Valley Auto."
2. **Say why you're calling, right away.** "Nothing's wrong. Just checking in." Nobody likes guessing.
3. **Use their name.** At the start, and again at the end.
4. **Ask, then listen.** Let them do most of the talking.
5. **One next step.** Then say thank you and hang up. Keep it under two minutes.

Short, warm, and over before they expected it to be.

When you get voicemail

You will. A lot.

Don’t hang up. A good voicemail still works. Keep it to about 20 seconds.

> A 20-SECOND VOICEMAIL
>
> “Hi Linda, it’s Mike from Valley Auto. Nothing’s wrong. I just wanted to check on how the car’s stopping after the brake job.
>
> If anything feels off, call me directly at 555-555-0123. That’s 555-555-0123.
>
> Have a great week.”

Say your number twice, and say it slowly.

And if you’re calling someone who you know hates phone calls, send a quick text first: “Got a minute for a quick call this week?”

That’s not hiding behind a text. That’s being polite.

STOLEN FROM THE MASTERS

Dale Carnegie

In 1936, Dale Carnegie wrote *How to Win Friends and Influence People*. It’s still one of the best-selling books ever written.

Almost everything in it comes down to two ideas that fit this chapter perfectly.

First, remember people’s names. Carnegie wrote that a person’s name is, to that person, the sweetest and most important sound in any language.

Second, be genuinely interested in other people. Ask about them. Let them talk.

A phone call does both.

You say their name out loud. You ask how they're doing, and you actually listen to the answer.

> **An email can't say their name. Your voice can.**

⚠ Do not make this mistake

Don't hide behind email because the phone feels awkward.

Don't read a script like a robot.

Don't turn a check-in into a sales pitch.

GET OVER IT. PICK UP THE PHONE.

Do this today

COST: $0 **TIME: 15 MINUTES**

Think of three past customers you can genuinely help, or just genuinely check on.

1. Write down one reason to call each of them, and one question to ask.
2. Call all three today. Use their names. Ask, then listen.
3. If you get voicemail, leave the 20-second version, and say your number twice.

It’s uncomfortable for about ten seconds.

Then it’s just a conversation.

CHAPTER 17

Follow up until they say no.

Silence is not a no.

You sent the quote. You were proud of it. Good price, good plan.

And then… nothing.

A week goes by. Then two.

You figure they went with somebody else. Or they thought you were too expensive. Or they just weren't that interested.

So you let it go.

That might be the most expensive mistake in business.

The holiday party

Imagine a caterer who sends a quote for a company holiday party.

Eighty people. A nice job.

No answer. The caterer figures it's a no and moves on.

Here's what was really happening on the other end.

The office manager planning the party loved the quote. But she was also running payroll, hiring two people and fighting with the copier.

The quote got buried in her inbox.

Two weeks later, another caterer called her. “Hi, just making sure you got our menu. December dates are filling up. Want me to hold the 14th for you?”

“Oh my gosh, yes. Thank you for calling.”

Booked.

The second caterer wasn’t better. Wasn’t cheaper.

> **They just followed up.**

Why people go quiet

When someone doesn’t answer, it feels like a no. It almost never is.

They got busy | **The boss hasn’t signed off** | **Your email got buried**

They’re waiting on another quote | **They meant to call you back**

Something came up at home | **They said no**

Only one of those is a no.

And if that’s the answer, you deserve to hear it. So keep going until you do.

> **Follow up until they say yes, or until they say no. Silence doesn’t count.**

Never just “checking in”

Here’s where most follow-ups go wrong.

The weak follow-up

“Just checking in to see if you had any questions about the quote.”

The strong follow-up

“Here’s a photo of a party we did last month for a company about your size. December dates are filling up. Want me to hold the 14th?”

“Just checking in” gives them nothing.

Every follow-up should bring something new. Something useful, or something that makes it easier to say yes.

- **A photo of similar work.**
- **An answer to a question they didn’t think to ask.**
- **A date that’s filling up.**
- **A simpler option, if the price was the problem.**
- **A short note from a happy customer.**

Give them a reason to answer, and they usually will.

A simple follow-up schedule

You don’t have to guess when to reach out. Use something like this.

And mix it up. Use everything from the last two chapters.

AFTER YOU SEND THE QUOTE

When	How	What it brings
Day 2	Email	“Did it come through okay? Here’s the one thing I’d point out.”
Day 5	Phone call	Answer questions. Ask what they’re thinking. (Chapter 16.)
Day 10	Email or text	A photo of similar work, or a note from a happy customer.
Day 20	Handwritten note	Short and personal, with your card. (Chapter 15.)
Monthly	Short email	Something useful, plus “Still here when you’re ready.”

Is that a lot?

It feels like a lot to you, because you’re the one sending them.

To your customer, it’s five friendly messages over a few weeks, from someone who obviously wants their business.

> **That’s not annoying. That’s service.**

The last message

If you've followed up a few times and still heard nothing, send this.

> THE "CLOSE THE FILE" NOTE
>
> "Hi Karen, I haven't heard back, so I'm guessing the timing isn't right, and that's completely fine.
>
> Should I close your file for now? If you'd still like to move ahead, just reply 'yes' and I'll take care of everything.
>
> Either way, thank you for thinking of us."

This one often gets the fastest answer of all.

People don't like a door closing on them. Even a "no, thanks" is a gift, because now you know.

When to stop

When they say no.

Then thank them, and mean it.

"Thanks for letting me know. If anything changes, I'm here."

No guilt trip. No last-minute discount. No sulking.

Then put a note on your calendar for six months out, and check in with something useful.

> **"No" today is sometimes "yes" next year. Leave the door open.**

Keep a list

You can't follow up on what you forgot about.

Keep every open quote on one list: the name, the date you sent it, the last time you reached out, and the next step.

Look at it every Monday morning.

A notebook works. A spreadsheet works. So does the software you already use.

It doesn't matter how you keep it. It matters that you keep it.

STOLEN FROM THE MASTERS

Grant Cardone

Grant Cardone is a sales trainer and author who built a big business teaching people how to sell.

If there's one message he's known for, it's this one: follow up.

Then follow up again.

And keep following up, long after everybody else has given up.

His point is that most salespeople quit way too early. They make one or two tries, hear nothing and decide the customer isn't interested.

Meanwhile, the customer was just busy.

> **The business that's still following up when everyone else has quit is the one that gets the job.**

⚠ **Do not make this mistake**

Don't take silence as a no.
Don't send "just checking in."
Don't give up after one try.

FOLLOW UP UNTIL THEY SAY NO.

Try this with AI

Writing five different follow-ups is exactly the kind of typing AI is good at. (Chapter 14.)

COPY AND PASTE

“I own a [TYPE OF BUSINESS]. I sent a quote to [CUSTOMER’S FIRST NAME] for [WHAT YOU QUOTED] on [DATE], and haven’t heard back.

Write me five short follow-ups to send over the next few weeks: two emails, a phone call outline, a handwritten note and a final ‘should I close your file?’ message.

Each one has to bring something new, like a helpful tip, a photo idea, a date that’s filling up or a simpler option. Never write ‘just checking in.’”

Put the dates on your calendar.

> **Then send the first one today.**

Do this today

COST: $0 **TIME: 30 MINUTES**

Find every quote you've sent in the last 60 days that never got an answer.

1. Put them all on one list, with the date you last reached out.
2. Follow up on every one of them today, with something new, not "just checking in."
3. Put the next follow-up for each one on your calendar.

Somebody on that list is waiting for you to call.

Follow up until they say no.

CHAPTER 18

Ask for the review.

This one is totally free.

No printing. No postage. No ad.

Just one question, asked at the right moment.

Think about the last time you needed a new dentist, a plumber or a place for dinner.

What did you do?

You looked them up. And you read the reviews.

Your customers do exactly the same thing.

Reviews sell for you all day.

At 2 in the morning, while you're asleep, somebody is reading what your customers said about you and deciding whether to call.

You can't be there for that moment.

> **Your reviews can.**

Nobody asked

Imagine a dog groomer who does beautiful work.

Happy dogs. Happy owners. People rave about her to their friends.

But she only has 12 reviews online.

Why?

Because nobody asked.

Her customers loved her. They would have been glad to say so. It just never crossed their minds.

So she started doing one simple thing.

Every time a dog went home, she sent the owner a quick text with a photo of the freshly groomed pup and a link to leave a review.

A year later, she had more than 200.

> **Same groomer. Same work. She just started asking.**

Why happy customers don’t leave reviews

- **Nobody asked them.**
- **They didn’t know where to go.**
- **It seemed like a hassle.**
- **They meant to, and forgot.**

Every one of those is easy to fix.

Ask. Send the link. Make it one tap. Do it the same day.

Get your link

If you have a free Google Business Profile, Google gives you a short link that opens your review page directly.

Find it in your profile, copy it, and save it somewhere you can grab it fast: your phone's notes, a text shortcut, your email signature.

Turn it into a QR code, too. Then you can put it anywhere.

PUT YOUR REVIEW LINK EVERYWHERE

Where	How
A text	Sent the same day the job is done
Your receipt or invoice	"Happy with us? Tell your neighbors." Plus the QR code
The counter	A small sign with the QR code, right by the register
Your thank-you note	One line and the QR code (Chapter 15)
Your email signature	"Loved working with us? Leave a review."

When to ask

You already know this one. (Chapter 10.)

The finish line. When the job is done and they're happy.

Ask in person, then send the link right away, while the good feeling is still fresh.

Here's what that text can look like.



Short. Personal. One tap.

And it starts with a thank-you, not with a request.

HOW TO ASK FOR A REVIEW

1. **Ask in person first.** “Would you mind leaving us a review? It really helps.”
2. **Send the link the same day.** Not next week. Today.
3. **Make it one tap.** The link goes straight to the review page.
4. **Ask everyone.** Not just the customers you think will love you.
5. **Say thank you** when they do it.

Do it every day, for every customer, and reviews stop being luck.

Answer every review

Here’s the part most businesses skip.

When someone leaves a review, answer it.

A great review gets a short, personal thank-you, with their name.

A bad review gets a calm, kind answer. Never argue. Never get defensive.

Remember who’s really reading your reply. It’s not just the person who wrote the review.

> **It’s every future customer who reads it after them.**

★★☆☆☆ **A review**

“Waited 40 minutes past my appointment time. Haircut was fine but nobody even apologized.”

A GOOD REPLY

“Hi Dan, you’re right, and I’m sorry. You should never wait 40 minutes, and you definitely should have heard an apology. That’s on us. I’d love to make it right. Please call me directly at the shop. — Maria, owner”

Look at what that reply does.

It doesn’t make excuses. It owns it. It gives a real name and a way to fix it.

A future customer reads that and thinks, “If something goes wrong, they’ll take care of me.”

A bad review, answered well, can sell you better than a good one.

The rules: never pay for reviews or give a gift in exchange for one. Google doesn’t allow it. Never write fake reviews, or have friends, family or employees write them. That’s against Google’s rules and can break the law. And ask every customer, not just the happy ones. It’s fair, it follows the rules, and it makes your reviews more believable.

STOLEN FROM THE MASTERS

Jeff Bezos

When Amazon was just a little online bookstore in the 1990s, Jeff Bezos did something that sounded crazy at the time.

He let customers post reviews of the books. Good ones and bad ones.

Some people thought he'd lost his mind. Why would a store let customers trash the things it was trying to sell?

His answer was simple. Amazon doesn't make money by selling things. It makes money by helping customers decide what to buy.

Honest reviews built trust. And trust built one of the biggest companies in the world.

> **You don't need to be Amazon. You just need your customers to tell the truth about you, out loud, where other people can read it.**

⚠ Do not make this mistake

Don't wait for reviews to show up on their own.

Don't argue with a bad review in public.

Don't ever buy one, or fake one.

ASK EVERY CUSTOMER. EVERY DAY.

Try this with AI

Let AI write the ask, and help you answer the tough ones.

COPY AND PASTE

"I own a [TYPE OF BUSINESS]. Write me three short, friendly text messages asking a customer to leave a Google review. Start with a thank-you, keep each under 40 words, and leave a spot for the link.

Then here's a review I need to answer: [PASTE THE REVIEW]. Write a calm, kind reply from me, the owner. Own what went wrong, don't make excuses, and invite them to contact me directly."

Read the reply out loud before you post it.

> **If you sound upset, wait a day. Then post it.**

Do this today

COST: $0 **TIME: 15 MINUTES**

This one is totally free. Do it before you close up tonight.

1. Find your Google review link, and save it on your phone.
2. Text it to every customer you served today, with a thank-you.
3. Answer every review you haven't replied to yet, good and bad.

Your happy customers are waiting to be asked.

Reviews sell for you all day. All you have to do is ask.

CHAPTER 19

Show up where your customers are.

You don’t have to be everywhere.

Somebody told you that you need to be on Facebook.

And Instagram. And TikTok. And LinkedIn. And YouTube. And Nextdoor. And whatever came out last month.

So you opened an account on all of them.

You posted three times. Then you got busy.

Now you have six accounts that haven’t been touched since last spring.

That’s worse than not being there at all.

An empty page tells people, “We gave up.”

Here’s the good news.

> **You don’t need every platform. You need theirs.**

Find the one or two places your customers actually look, and show up there every week.

Forget the rest.

Dancing for the wrong crowd

Imagine a financial planner.

Most of her clients are in their late fifties and sixties, getting ready to retire.

Somebody tells her short videos are the future. So she spends hours every week making them. Trending songs. Quick tips. Even a dance or two.

The videos get views. Mostly from college kids.

Her phone doesn't ring.

So she asks her ten best clients one simple question: "Where do you look when you need something like this?"

They tell her. LinkedIn. Email. The Rotary breakfast. And their friends.

She stops dancing.

She writes one helpful post a week on LinkedIn, sends one short email a month, and shows up at the Rotary breakfast every Thursday.

Within a few months, she's busier than she's ever been.

> **She didn't work harder. She just went where her customers already were.**

~~TikTok~~ ~~X~~ ~~YouTube~~ **LinkedIn** ~~Instagram~~ **Email** ~~Pinterest~~ **Rotary breakfast**

For her, those three. For you, it might be completely different.

Where are your customers?

Every business is different. But here's where a lot of customers tend to look.

START YOUR SEARCH HERE

If your customers are…	They often look at…
Homeowners near you	Google, Nextdoor, neighborhood Facebook groups
Other business owners	LinkedIn, email, the chamber of commerce, industry groups
Parents	Facebook groups, Instagram, school newsletters, the ballfield
Younger adults	Instagram, TikTok, YouTube
Retirees	Email, Facebook, community centers, places of worship
Anyone who needs you today	Google. Always Google.

Don't take the table's word for it.

Ask your own customers.

"Where do you look when you need something like this?" "How did you find us?"

Ten answers will tell you more than any article about social media.

The one everybody needs

No matter who your customers are, there's one place you have to show up.

Your Google Business Profile.

When someone searches for what you do, near where you are, that's what they see first. Your hours, your photos, your reviews, your phone number.

It's free.

Fill out every part of it. Add real photos. Keep your hours right. Answer your reviews. (Chapter 18.)

> **If you only do one thing in this chapter, do that.**

Not everywhere is online

Showing up where your customers are doesn't always mean a screen.

- **The chamber of commerce breakfast.**
- **The little league field on Saturday morning.**
- **The farmers market.**
- **The church or school bulletin.**
- **The trade show your customers go to every year.**

If that's where your people are, that's where you should be. With a handshake, a smile and something to hand them. (Part Two.)

What to post

Remember Chapter 14: document, don't create.

You don't need to be clever. Just show what you already do.

What people skip

"We're a full-service company committed to excellence. Call today!"

What people stop for

A before-and-after. A happy customer. A quick tip. The person who did the work.

- **A before-and-after. The haircut, the detail job, the garden, the dog after the groom.**
- **A customer story. With their permission, always.**
- **A quick tip. Something useful your customers would want to know.**
- **Behind the scenes. Your team, your shop, what a normal day looks like.**

And every post ends with one easy next step. “Book this week.” “Call us.” “Send this to a friend who needs it.”

Remember Chapter 9. Likes don’t pay the bills.

SHOW UP THE RIGHT WAY

1. **Pick one or two places.** Where your customers really look.
2. **Set up Google first.** Every business needs it.
3. **Show up every week.** Same day, same time, if you can.
4. **Show real work.** Before-and-afters beat ads.
5. **Ask for something.** Every post has a next step.

Steady and small beats loud and gone.

Share and like

When a customer posts about you, all of their friends see it.

That's a recommendation you didn't have to pay for.

So make it easy, and give them a reason.

Start with the things you hand out.

Promo items can carry your social media links or handles, not just your logo.

- **A sticker that says "Tag us @YourBusiness."**
- **A cup or tumbler with your handle under the logo.**
- **A T-shirt with your handle on the sleeve.**
- **A card or bag with a QR code that goes straight to your page.**

Every time somebody uses it, they see where to find you.

But your handle is never the only thing on it. Your phone number or web address goes on there too.

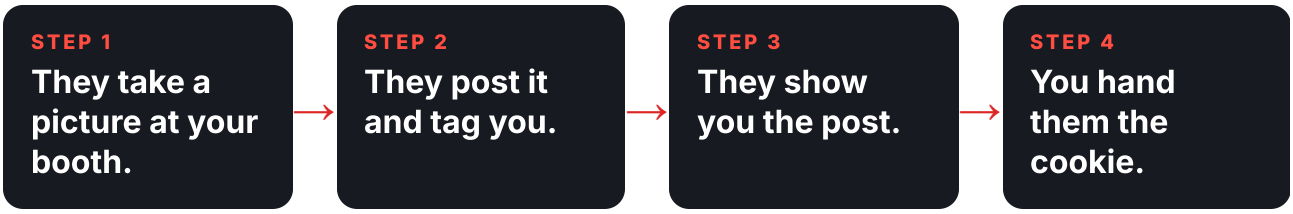
> **A follower is nice. A phone call pays the bills.**

Give them something to post about

Want a logo'd cookie at the trade show?

> **Please post about it, and we'll give it to you.**

That's it. That's the whole idea.



One cookie costs you a couple of dollars.

One post puts your booth in front of everyone they know.

And everyone walking by sees a line at your table and wonders what they're missing.

It works anywhere you can hand something out.

- **An auto repair shop: "Post your clean car, tag us, and take an air freshener."**
- **A salon: "Post your new look, tag us, and pick a free travel-size product."**
- **An insurance agent at the community fair: "Post a picture with our sign and grab a phone charger."**

Make the sign big. Put your handle on it in letters people can read from ten feet away.

> **Give them something worth posting, and a reason to post it today.**

STOLEN FROM THE MASTERS

Seth Godin

Seth Godin has written more than twenty books about marketing, and one of the most popular marketing blogs in the world.

One of his big ideas is that you don't need to reach everybody.

In fact, trying to reach everybody is usually how small businesses end up reaching nobody.

He talks about finding the smallest group of people you need to make your business work, and then serving them so well that they can't stop talking about you.

Think about what that means for you.

You don't need a million followers.

You need the few hundred people in your town who need what you do, and you need to be wherever they're looking.

> **Not everyone. The right someone.**

⚠ Do not make this mistake

Don’t try to be everywhere.

Don’t open an account and disappear.

Don’t pick the platform you like. Pick the one they use.

BE WHERE THEY ARE. EVERY WEEK.

Ask ten customers

Before you open another account anywhere, ask the people who already buy from you.

ASK THIS

“When you need something like what we do, where do you look first?”

“Where did you first hear about us?”

Ten answers. Tally them up.

> **Your customers are always right about where they look.**

Do this today

COST: $0 **TIME: 20 MINUTES**

Pick the one place your customers look most.

1. Make sure your Google Business Profile is complete, with real photos and the right hours.
2. Post one before-and-after where your customers look, with permission, and an easy next step.
3. Put the same day and time on your calendar for next week's post.

You don't have to be everywhere.

Just be where they are.

PART FOUR

Make It Memorable

Your crew and your booth.

20 Dress the Part

21 Make Your Booth Look Like a Business

CHAPTER 20

Dress the part.

The doorbell rings.

You called a company yesterday, and they said someone would come by this morning.

You look through the peephole.

Door #1

A guy in a faded concert T-shirt and a ball cap from a different company. He says he's from the company you called.

Door #2

A clean shirt with the company's logo on the chest. "Danny" stitched underneath. A matching cap. A smile.

Same company. Same person, maybe.

But which door do you open without thinking twice?

People trust what looks like a real company.

Your customers let your people into their homes. Their cars. Their offices. Their kids' classrooms. Sometimes their whole lives.

Before anybody says a word, the shirt has already answered the first question in their head:

> **"Is this person supposed to be here?"**

A crew that matches looks like a company

Here's something that surprises people.

A team in matching shirts looks bigger, more established and more trustworthy than the same team in whatever they grabbed this morning.

It doesn't matter if you have two employees or two hundred.

When everybody matches, it looks like somebody is in charge. Like there are standards. Like you've been doing this a while.

And that goes for every kind of business.

- **The salon where every stylist wears the same black apron with the salon's name.**
- **The restaurant where the whole staff wears the same shirt and cap.**
- **The financial office where everyone has the same navy quarter-zip on Fridays.**
- **The auto shop where every tech has their name on their shirt.**
- **The event where you can spot the staff from across the room because they're all in the same bright color.**

> **Matching says, "We're a team. You can count on us."**

Your team is a walking billboard

Now think about where your people go after work.

The gas station. The grocery store. Lunch. The kids' soccer game.

If they're wearing your shirt, your name goes with them.

Remember the T-shirt in Chapter 4, and the closet in Chapter 7? This is the same idea, times every person on your team, every single day.

And when someone in line at the coffee shop says, "Oh, you work there? We've been meaning to call you," your employee just became your best salesperson.

Put their name on it

If you do one extra thing, do this.

Stitch each person's first name on their shirt.

It costs a little more. It's worth every penny.

Customers use the name. "Thanks, Danny." "Can I ask for Maria next time?"

Remember Dale Carnegie from Chapter 16: a person's name is the sweetest sound there is.

When customers know your people by name, they come back for them.

> **And your people feel it, too. Their name is on the company's shirt. They belong.**

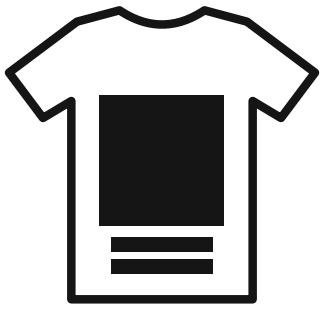
Keep the logo small

Here's where a lot of businesses get it wrong.

They put a giant logo across the whole back of the shirt, with the phone number, the website and a list of every service they offer.

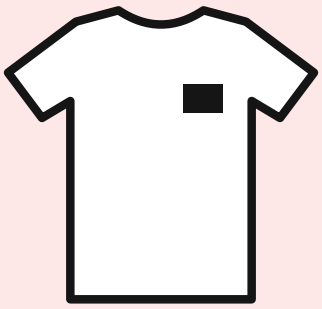
It looks like a billboard.

And nobody wants to wear a billboard on their day off.



THE BILLBOARD

Huge logo, phone, website, a list of services. Worn at work. Never anywhere else.



THE ONE THEY KEEP

A clean, simple logo on the chest. Nice enough to wear to dinner. Worn everywhere.

A small logo on a great shirt gets worn on Saturday.

A giant logo on a cheap shirt gets worn to paint the garage.

> **If your people would wear it off the clock, you got it right.**

That goes for the shirts you give customers, too. People wear things they like. Nobody wears an ad.

WHAT TO WEAR, BY BUSINESS

Your business	What works
Salon or spa	Aprons or smocks, all in one color, with the name small on the chest
Restaurant or café	Matching T-shirts, aprons and caps
Office, bank or financial	Polos or quarter-zips, with a small embroidered logo
Gym or studio	Performance shirts the staff actually work out in
Auto shop or service company	Work shirts with name patches, plus matching caps and jackets
Events and booths	Bright, matching T-shirts so customers can find your people fast

DRESS THE PART, THE RIGHT WAY

1. **Everybody matches.** Including the owner.
2. **It's comfortable.** If it's scratchy or hot, they won't wear it.
3. **There are enough.** Give everyone at least five, so there's always a clean one.
4. **Names on the chest.** First names, stitched.
5. **Replace it when it fades.** A worn-out shirt with your name on it says "we don't care."

Five yeses, and your team looks like a company people trust.

STOLEN FROM THE MASTERS

Leo Burnett

Leo Burnett ran one of the most famous ad agencies in Chicago.

His agency created some of the most recognizable characters in American advertising, like the Jolly Green Giant and Tony the Tiger.

He understood something simple: people remember what they can see.

A character. A color. A look that shows up the same way every single time.

His advice for ads was short: make it simple, and make it memorable.

Your team is your version of that.

Same shirt. Same color. Same logo. Every job, every day.

> **After a while, people recognize your crew from across the parking lot.**

⚠ Do not make this mistake

Don’t let your team wear faded, stained or torn shirts with your name on them.

Don’t turn the shirt into a billboard nobody wants to wear.

Don’t make the team match and leave yourself out.

IF YOUR NAME IS ON IT, IT’S CLEAN.

Do this today

COST: $0 TO PLAN **TIME: 15 MINUTES**

Picture your team in matching shirts and caps.

1. Take a photo of your team the way they look today.
2. Ask yourself: would I open the door for these people?
3. Write down who needs what, and how many, so everybody always has a clean one.

Your customers decide whether to trust you before you say a word.

Look like a company people can trust.

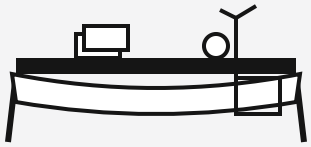
CHAPTER 21

Make your booth look like a business.

Walk through any community fair.

The farmers market. The school carnival. The chamber expo. The health fair. The 5K finish line.

You'll see two kinds of booths.



Booth #1

A folding table. A white plastic tablecloth. A stack of flyers, a bowl of candy, and the owner sitting in a camp chair, looking at their phone.



Booth #2

A canopy with the company name across the top. A fitted table cover with the logo on the front. A flag out front. Two people standing up, in matching shirts, smiling.

Which one looks like a real business?

Which one would you walk over to?

Here's the thing. Booth #1 might have the better product.

Nobody will ever find out.

People decide in a few steps whether to stop.

They're walking. They're carrying a lemonade. Their kids are pulling them toward the bounce house.

Your booth gets about three seconds.

> **In those three seconds, it either looks like a business, or it looks like a garage sale.**

The 30-foot test

Set up your booth. Then walk 30 feet away and turn around.

Look at it the way a stranger would.

- **Can you read your name?**
- **Can you tell what you do?**
- **Is there a reason to walk over?**
- **Does it look like a business you'd trust?**

If the answer to any of those is no, you've got work to do. And most of the fixes are simple.

The booth kit

You don’t need a fancy trade show display. You need a few things that work together.

WHAT TURNS A FOLDING TABLE INTO A BRAND

The piece	What it does
A 10x10 canopy	Your name across the top, seen from across the field. Shade for you, too.
A fitted table cover	Turns any folding table into your table. Logo on the front, all the boxes hidden underneath.
A banner or back wall	One big line: what you do, and why they should stop.
A feather flag	Moves in the wind. Catches eyes from down the row.
A light-up sign	For indoor expos, where everything else blends together.
Matching shirts	So people know who to talk to. (Chapter 20.)

Here’s the best part. You buy it once.

> Use the same kit at **10 events a year** for **five years**, and that’s **50 events**. Remember Chapter 13: count the cost per use, not the price tag.

Give them a reason to stop

A good-looking booth gets noticed. A reason to stop gets people to walk over.

- **A free check. Tire pressure at the auto shop’s booth. Posture at the chiropractor’s. A five-minute retirement question for the financial planner.**
- **A game. A spin-the-wheel, a bean bag toss, a cornhole board with your logo on it.**
- **A drawing. “Drop your name in for a chance to win.”**
- **A demo. Show them what you do, right there.**
- **Something for the kids. Parents stop where their kids want to stop.**

Then hand them something with a job. (Chapter 8.) Something they'll keep, with a line on it and your number. (Chapter 9.)

Keep the table clean

Less is more.

A table piled with flyers, brochures, business cards, candy, pens and a clipboard looks like a mess. People don't know where to look.

Put out one thing to hand over. One way to sign up. That's it.

Everything else stays in a box under the table cover.

Stand up

This one is free, and it might be the most important thing in this chapter.

Stand up. Get off your phone. Step out from behind the table.

Say hello first. Ask a question. "Have you been to the market before?" "Are you from around here?"

A person sitting behind a table looking at their phone says, "Please don't bother me."

> **A person standing out front with a smile says, "Come on over."**

Get their name before they leave

The event is not the finish line. It's the start.

Have a simple way to get names: a drawing card, a QR code to a sign-up page, a sheet for a free follow-up.

Then follow up within two days, while they still remember you. (Chapter 17.)

A great day at the booth with no names is a nice day out.

> **A great day at the booth with fifty names is new business.**

THE BOOTH CHECK

1. **The 30-foot test.** Name and what you do, readable from 30 feet.
2. **It looks like a business.** Canopy, table cover, banner. No plastic tablecloth.
3. **A reason to stop.** A free check, a game, a drawing or a demo.
4. **One thing to hand over.** With a job, a line and your number.
5. **People standing up.** In matching shirts, off their phones.
6. **A way to get names.** And a plan to follow up within two days.

Six yeses, and your booth looks like the best business at the event.

STOLEN FROM THE MASTERS

P.T. Barnum

Long before he started his famous circus, P.T. Barnum ran a museum in the middle of New York City.

Barnum knew that nobody would come inside if the outside looked boring.

So he covered the outside of the building with giant painted banners, flags and signs, so that anyone walking down the street knew exactly what was inside, and wanted to see it.

It worked. Barnum's museum became one of the most popular attractions in the country.

Your booth is your building.

The people walking by are the street.

> **Make the outside so clear and so inviting that they can't help walking over.**

⚠ Do not make this mistake

Don't sit behind the table on your phone.
Don't show up with a plastic tablecloth and a pile of flyers.
Don't leave without anybody's name.
LOOK LIKE A BUSINESS FROM 30 FEET.

Try this with AI

Before your next event, let AI help you plan the whole booth.

COPY AND PASTE

"I own a [TYPE OF BUSINESS]. I'm setting up a booth at [THE EVENT], where most people walking by are [WHO THEY ARE].

Help me plan it. Give me one big line for my banner, three ideas for a reason to stop, one thing to hand out with a short line on it, and a simple way to collect names.

Then write a short follow-up message I can send to everyone two days after the event."

Pack the plan with the booth.

> **Then walk 30 feet away and check your work.**

Do this today

COST: $0 TO CHECK TIME: 15 MINUTES

Pull out whatever you use for events, or picture your last booth.

1. Set it up, walk 30 feet away and take a photo.
2. Run the booth check. Write down every “no.”
3. Fix the biggest one before your next event.

The people walking by give you about three seconds.

From 30 feet away, look like you mean it.

PART FIVE

Keep Them Coming Back

Welcomes, milestones, apologies, the whole team and insiders.

22 Welcome Them Like You Mean It

23 Celebrate Their Milestones, Not Yours

24 When You Mess Up, Make It Right

25 Thank the People Behind the Purchase Order

26 Make Them Feel Like Insiders

✓ 50 Ways to Keep Customers Coming Back

CHAPTER 22

Welcome them like you mean it.

Loyalty doesn't start with the tenth order.

It starts with the first one.

Think about what a new customer is feeling right after they say yes.

They took a chance on you. They picked you over somebody else. Maybe they told their boss, or their husband, or their business partner, "I found a good one."

And now there's a little voice in the back of their head.

"Did I choose right?"

If the next thing they hear from you is an invoice, that little voice gets louder.

If the next thing they get is a real welcome, it goes quiet.

> **Your job in the first week is to answer that question for them.**

The welcome box

Imagine a small IT company that signs a new business client. Twelve people in an office.

Most IT companies would send a contract, a login and an invoice.

This one sends a box.

WELCOME TO THE FAMILY

- ◯ **A good notebook and pen,** with the IT company's name on them.
- ◯ **A coffee mug for everyone in the office.** Twelve of them.
- ◯ **A card with two photos:** "This is Sam and this is Priya. They're your team. Here are their cell phone numbers."
- ◯ **A sticker for the side of every computer:** "Something not working? Call Sam." With the number.
- ◯ **A handwritten note from the owner.** Four sentences. "Thank you for trusting us."

The office manager opens it and posts a photo. Everybody in the office takes a mug.

Now twelve people know Sam and Priya by name before anything has even broken.

And every one of those twelve people has the phone number stuck right on their computer.

Look at what that box did.

- **It told the new client, "You chose right."**
- **It turned a contract into a relationship.**
- **It put the company's name in front of the whole office, every single day.**
- **And it made sure nobody ever wonders who to call.**

That’s not a gift. That’s the start of a ten-year customer.

The usual first week

A contract. A login. An invoice. Then silence until something goes wrong.

A real welcome

A thank-you. Something useful. Real names and faces. A phone call to see how it’s going.

It doesn’t have to be a box

A welcome can be big or small. What matters is that it feels personal, and it happens right away.

WELCOME IDEAS, BY BUSINESS

Your business	A welcome that works
Hair salon	A small gift bag after the first visit, with a sample and a note from the stylist
Gym	A water bottle and a T-shirt on day one, handed over by name
Financial planner	A “welcome to the family” folder with photos of the team and a nice pen
Dog groomer	A bandana with the shop’s name on the very first groom
Dental office	A new-patient kit: a good toothbrush, a magnet with the office number and a note
Auto repair	A first-visit air freshener and a card: “Your car’s new home. Here’s who to ask for.”

What goes in a welcome

Whatever you send, try to include these.

- **A thank-you. First, before anything else. (Chapter 15.)**
- **Something useful. With a job and your number on it. (Chapter 8.)**
- **Real people. Names and faces. Who do they call?**
- **One for a friend. New customers are excited, and excited people talk. Give them something to pass along. (Chapter 11.)**

That's it. No brochure. No list of everything else you sell.

The first week

Here's a simple welcome plan that works for almost any business.

DAY 1

Say thank you, in person or by phone. "We're so glad you picked us."

DAYS 2–3

The welcome arrives: the gift, the note, the names and faces.

DAY 7

The welcome call. "How's everything going so far? Anything we can do better?" (Chapter 16.)

DAY 30

A quick check-in. Something useful. And a gentle ask: "Know anyone else who could use us?"

Four touches in a month.

Most businesses do zero.

> **Your new customer will notice the difference right away.**

Don’t sell in the welcome

Here’s the mistake to avoid.

The welcome email that says “Thank you for your order!” and then spends three paragraphs trying to sell them something else.

That’s not a welcome. That’s an ad wearing a welcome costume.

They just bought from you. Let them enjoy it.

Thank them now. There will be plenty of time to sell later, and they’ll be a lot more willing to listen once they trust you.

STOLEN FROM THE MASTERS

Danny Meyer

Danny Meyer opened his first restaurant in New York City in 1985. He went on to build some of the most loved restaurants in the country, and he started Shake Shack.

In his book *Setting the Table*, he explains the difference between two words most people think mean the same thing.

Service is what you do. The food comes out hot. The order is right. The job gets done.

Hospitality is how it makes people feel.

You need both. But people come back for the second one.

A welcome is pure hospitality. It doesn’t fix anything. It doesn’t deliver anything.

It just makes a new customer feel like they matter.

> **Service gets the job done. Hospitality gets them to come back.**

⚠ Do not make this mistake

Don’t let the first thing a new customer gets from you be a bill.

Don’t turn the welcome into a sales pitch.

Don’t go quiet after they say yes.

WELCOME THEM FIRST. SELL LATER.

Do this today

COST: A FEW DOLLARS EACH **TIME: 30 MINUTES**

Look up your last five new customers.

1. Send each one a small gift and a short handwritten note: “Thank you for choosing us.”
2. Include a card with the name and number of the person they should call.
3. Put a day-7 welcome call on your calendar for every new customer from now on.

Your new customers are wondering if they chose right.

Tell them they did.

CHAPTER 23

Celebrate their milestones, not yours.

“We’re turning 25! Come to our anniversary sale!”

You’ve seen that sign a hundred times.

Here’s the honest truth.

Your customers don’t care about your anniversary.

Not really. They’re happy for you, sure. For about a second.

But you know what they do care about?

Theirs.

Their birthday. Their new house. Their promotion. The day they opened their business. Their kid’s graduation.

> **Remember their big days, and they’ll remember you.**

The house-iversary

Imagine a realtor who does one simple thing.

Every year, on the day her clients got the keys to their house, she sends a card.

EVERY YEAR, ON THE DAY THEY GOT THE KEYS

Happy 3-year house-iversary, Mark and Jen!

I still remember you two standing in the empty living room, trying to figure out where the couch would go.

Hope the house is full of good memories.

Lisa

Tucked inside is something small. A packet of flower seeds for the yard. Or around the holidays, an ornament with their address on it.

That's it. No "thinking of selling?" No market update. No sales pitch at all.

Her clients look forward to that card every year. Some of them put it on the refrigerator.

And when a friend at work says, "We're thinking about buying. Know a good realtor?"

Whose name do you think comes up?

> **She didn't ask for a single referral. She just remembered their day.**

Your milestone

"We're celebrating 25 years! 20% off this weekend!" Customers see it as one more ad.

Their milestone

"Happy 5 years with us, Dave. Thanks for trusting us all this time." Customers feel remembered.

The milestones you can see coming

Here's the best part. Most of these show up on the calendar every year. You can plan for them months ahead.

THEIR BIG DAYS

The milestone	A way to celebrate it
Their anniversary with you	"Five years ago today, you trusted us for the first time." A card, and something nice.
Their birthday	A handwritten card. Maybe a small treat for a regular.
Their house or car anniversary	The house-iversary card. A "happy 1 year" card for the car you sold them.
Their business anniversary	A card, or a cake for the office on a big one.
A promotion or new job	A nice pen and a note: "Congratulations. You earned it."
A new office or a move	A plant for the new space.
The 10th or 100th order	A thank-you gift and a phone call from the owner.
Big life moments	A wedding, a new baby, a graduation. A card, if they shared it with you.

Where to find the dates

You probably know more of them than you think.

- **Your own records. The date of their very first order is already in your system.**
- **Just ask. On your new-customer form: "When's your birthday? We like to celebrate."**
- **LinkedIn. It tells you about promotions, new jobs and work anniversaries.**
- **Listen. Remember Chapter 16. When you know their kids' names, you hear about the graduations.**

Then write them down, all in one place, the day you hear them.

Put them on the calendar

A milestone you forgot about is a milestone you missed.

So the moment you learn a date, it goes on your calendar, every year, with a reminder a week before.

Here's what a month can look like.

MARCH	
Mar 3	Dave Ross: 5 years as a customer. Card and a nice tumbler.
Mar 9	Mark and Jen: 3-year house-iversary. Card and seeds.
Mar 14	Priya at Lakeside Dental: birthday. Card.
Mar 22	Valley Pet Supply: 10 years in business. Call the owner.
Mar 28	Tom Reed: promoted to manager. Pen and a note.

Five cards in a month. Maybe an hour of your time, total.

> **Five customers who feel like they matter to you, because they do.**

Make it about them

This is the whole chapter, so don't skip it.

A birthday card with a coupon inside isn't a birthday card. It's a coupon.

An anniversary note that ends with "and while you're at it, ask us about our new service" isn't a celebration. It's a sales pitch.

Keep the card about them. Just them.

The business will come. It always does, from people who feel remembered.

Turn your milestone into theirs

So what do you do when you hit your own big anniversary?

Flip it around.

Instead of “We’re turning 25! Big sale!”, try “We’ve been here 25 years because of you. Thank you.”

Throw a party for your customers. Send your longest customers a gift. Put their names on a thank-you wall.

> **Your anniversary is the perfect excuse to celebrate them.**

> **One rule: only celebrate what they’ve told you, or what’s public. A card that makes someone wonder “how did they know that?” feels creepy, not caring.**

STOLEN FROM THE MASTERS

Harvey Mackay

Harvey Mackay built an envelope company in Minneapolis, and then wrote one of the best-selling business books of the 1980s, *Swim with the Sharks Without Being Eaten Alive*.

He was famous for something called the Mackay 66.

It was a list of 66 questions he wanted his salespeople to be able to answer about every customer.

Not just their company and what they bought. Their birthday. Their spouse's name. Their kids. Their hobbies. Their big days.

His point was simple. If you know your customer as a person, you can take care of them as a person.

And people do business with people who know them.

> **You don't need 66 questions. Start with one: when is their big day?**

⚠ Do not make this mistake

Don't make your anniversary the only one you celebrate.

Don't send a coupon and call it a card.

Don't forget the date. Put it on the calendar.

THEIR DAY, NOT YOURS.

Try this with AI

Let AI help you build a milestone plan, and write the cards.

COPY AND PASTE

"I own a [TYPE OF BUSINESS]. List the milestones in my customers' lives that I could celebrate, and how I could find out about each one without being pushy.

Then write me three short cards, four sentences each: one for a customer's 5-year anniversary with us, one for a birthday and one for a promotion.

Make them warm and personal, with no sales pitch at all."

Pick the ones that sound like you.

Then copy them out by hand.

Do this today

COST: $0 TIME: 30 MINUTES

Look at your 20 best customers.

1. Find the date each one became your customer.
2. Put every one of those anniversaries on your calendar, repeating every year, with a reminder a week before.
3. Add a line to your new-customer form: “When’s your birthday? We like to celebrate.”

Everybody celebrates their own big days.

Be the one who celebrates theirs.

CHAPTER 24

When you mess up, make it right.

You're going to make mistakes.

Every business does.

A part comes in late. An order goes out wrong. Someone on your team has a bad day. Something just doesn't work the way it should.

Your customers don't expect you to be perfect.

They expect you to make it right.

And here's the surprising part.

A mistake, handled well, can make a customer more loyal than if nothing had gone wrong at all.

Because now they know something most customers never find out: what you're like when things go wrong.

The birthday cake

Imagine a small bakery.

A mom picks up a birthday cake for her daughter's party that afternoon. She gets home, opens the box, and there it is in bright pink frosting:

> **"Happy Birthday, Jessika."**

Her daughter's name is Jessica.

The party starts in two hours. She calls the bakery, upset.

The owner picks up.

She doesn't argue. She doesn't say, "Well, that's how it was written on the order." She doesn't make an excuse.

She says, "I am so sorry. That's on us. I'm making a new one right now, and I'll bring it to you myself."

An hour later, she's at the door with a brand-new cake, spelled right.

And a dozen cupcakes for the kids. And a card for Jessica.

No charge.

Now think about that party.

What does the mom tell every parent there?

Not the mistake. The fix.

> **"You won't believe what this bakery did."**

Handled badly

"That's what the order said." A grudging remake, if they're lucky. The mom tells everyone never to go there.

Handled well

"That's on us." A new cake, delivered, plus cupcakes and a card. The mom tells everyone how great they are.

Same mistake.

> **The only difference is what happened next.**

Make it right, in four steps

STEP 1

OWN IT FAST.

The minute you find out, reach out. Don’t wait for them to chase you.

Pick up the phone. (Chapter 16.) An email feels like hiding. A voice feels like you care.

Every hour you wait, the problem gets bigger in their head.

STEP 2

SAY SORRY. NO “BUT.”

“I’m sorry, but our supplier sent the wrong part.”

“I’m sorry, but we were really busy this week.”

The moment you say “but,” it stops being an apology and becomes an excuse.

Just say: “I’m sorry. That’s on us. Here’s what I’m going to do.”

STEP 3

FIX IT.

Do whatever it takes to make it right, and make it easy for them.

They shouldn’t have to drive back, wait on hold or ask twice.

You bring it to them. You come back out. You handle it.

STEP 4

ADD SOMETHING.

Fixing it puts you back to even.

Adding something extra is what turns them into a fan.

The cupcakes. The handwritten note. The next visit on the house.

> **The fix is what they expect. The extra is what they tell people about.**

Match the gift to the mistake

Not every mistake needs the same answer.

A GOOD RULE OF THUMB

The mistake	The extra
Small	A handwritten note and something small with your name on it. (Chapter 15.)
Bigger	The next service free, or a real upgrade.
Big	The owner shows up in person, says sorry face to face and brings a real gift.

Whatever you send, put a note with it. Here's what one can look like.

AN APOLOGY NOTE

Dear Karen,

We let you down last week, and I'm sorry. You trusted us, and we didn't get it right the first time.

Thank you for giving us the chance to fix it. Your next visit is on us.

Mike

Four sentences. No excuses. A real name, signed by hand.

Never blame anybody

Not the customer. Not your employee. Not your supplier.

Even if it really was the supplier's fault.

To your customer, it doesn't matter whose fault it was. It's your name on it.

> **Handle the blame behind the scenes. In front of the customer, it's always "That's on us."**

Follow up after

Here's the step almost nobody takes.

A week after you fix it, call them back.

"I just wanted to make sure everything's good now."

That one call tells them the fix wasn't just about making them go away. You actually care.

That's the moment an upset customer becomes a customer for life.

And if the mistake ended up in a review, answer it the way Chapter 18 shows you: calm, kind and owning it. Future customers will read how you handled it.

STOLEN FROM THE MASTERS

The Ritz-Carlton

The Ritz-Carlton hotels became famous for one simple rule.

Every employee, from the front desk to housekeeping, was allowed to spend up to $2,000 to fix a guest's problem on the spot.

No manager. No paperwork. No "let me check with my supervisor."

Most of the time, the fix cost almost nothing. A free dessert. A room upgrade. A handwritten note.

The point wasn't the money.

The point was that fixing a problem right away, by the person standing right there, is worth more than almost anything.

You don't need $2,000. But you can give your team the same permission: if a customer is upset, make it right now, and tell me about it later.

> **Speed is the apology. The gift is the thank-you for giving you another chance.**

⚠ Do not make this mistake

Don't make excuses.
Don't hide behind an email.
Don't make them ask twice.

OWN IT. FIX IT. ADD SOMETHING.

Try this with AI

When something goes wrong, you're usually stressed. Let AI help you stay calm and say it right.

COPY AND PASTE

"I own a [TYPE OF BUSINESS]. Here's what went wrong: [WHAT HAPPENED]. Here's how I plan to fix it: [THE FIX].

Write me a short, calm phone script to call the customer. Own the mistake, say sorry with no excuses and explain the fix.

Then write a four-sentence apology note to send with a small gift, and suggest what that gift could be."

Read the script once before you call.

> **Then call. Today. Not tomorrow.**

Do this today

COST: $0 TIME: 15 MINUTES

Something will go wrong eventually. Be ready before it does.

1. Write the apology note you'd want to receive. Four sentences, no excuses.
2. Pick the small gift you'll keep on hand for when it happens.
3. Tell your team: if a customer is upset, make it right first and tell me later.

Mistakes happen to every business.

The fix is what they remember.

CHAPTER 25

Thank the people behind the purchase order.

The boss signs the check.

But the boss is almost never the only one who decides.

Somebody answers the phone and decides whether your message gets passed along.

Somebody keeps the calendar and decides whether you get the meeting.

Somebody places the reorder. Somebody pays your invoice. Somebody signs for your delivery and tells the boss whether it showed up right.

Most businesses only thank the boss.

That's a mistake. And it's one of the easiest mistakes in this whole book to fix.

Maria at the front desk

Imagine a sales rep for an office coffee service. He calls on dental offices.

Every other rep walks in and asks for the dentist.

He walks in and says, "Hi, I'm Tony. What's your name?"

"Maria."

He remembers it.

A few months later, he stops by with a box of donuts. Not for the dentist. For the whole front office.

He does it again around the holidays. Every time, he asks Maria how her son's soccer season is going.

He never asks her for anything.

Then one day the dentist walks up to the front desk. "The coffee machine died again. Who should we use?"

Maria doesn't even look it up.

> **"Call Tony."**

Most reps

Walk past the front desk. Ask for the boss. Get told "she's busy." Leave a card that ends up in the trash.

Tony

Learns Maria's name. Brings donuts for the whole office. Asks about her son. Gets recommended without asking.

Who’s really behind the purchase order

At almost every customer, there’s a whole team between you and the check.

THE BOSS

Signs the check. Usually the only one who gets thanked.

THE RECEPTIONIST

Decides whose call gets through and whose message gets passed along.

THE OFFICE MANAGER

Places the reorder. Often picks who gets the next one.

THE ASSISTANT

Controls the boss’s calendar, and the boss’s ear.

ACCOUNTS PAYABLE

Decides how fast your invoice gets paid.

THE RECEIVING DOCK

Signs for your delivery, and tells the boss if it was a mess.

THE EVERYDAY USERS

Use what you sell every day, and complain if it’s bad.

Every one of those people can help you.

Every one of them can quietly hurt you, too.

> **And almost none of them ever get thanked.**

A gift for the whole team

Picture this.

You send the owner a nice bottle of wine for the holidays.

It arrives at the front desk. Eleven people watch the receptionist carry it back to the boss's office.

What did you just tell those eleven people?

"You don't count."

Now picture a big box of cookies, or a pizza lunch, or a popcorn tin, or a mug for every single person in the office.

Same budget. Maybe less.

But now you told the whole office: "We see all of you."

Remember the twelve mugs in the welcome box in Chapter 22? Same idea.

> **When in doubt, send enough for everyone.**

GIFTS THE WHOLE TEAM CAN SHARE

The gift	Why it works
Donuts or a breakfast tray	Shows up in the morning. Everybody knows who brought it.
A pizza lunch	An easy "thank you" to a busy office on a busy day.
A popcorn or cookie tin	Sits in the break room for a week, with your name on the lid.
A mug for everyone	Used every morning, long after the cookies are gone.
A fruit basket	A healthy choice for the office that already has too many cookies.

Learn their names. Use them.

You already know this one. Dale Carnegie, Chapter 16: a person's name is the sweetest sound there is.

The receptionist, the office manager, the guy on the receiving dock.

Learn their names the first time. Write them down. Use them every time.

“Hi, Maria.” “Thanks, Luis.” “Good to see you, Pat.”

Most people walk right past them. When you don’t, they notice.

Tell their boss

Here’s one that costs nothing and goes a very long way.

When someone on your customer’s team makes your life easier, tell their boss.

“Maria at your front desk is fantastic. She made this so easy.”

“Luis on your receiving dock caught a mistake on our delivery and saved us both a headache.”

Their boss hears it. Maria hears about it later.

> **She will never forget who said it.**

Never treat them like obstacles

Some salespeople see the front desk as a wall to get around.

They’re short with the receptionist. They try to sneak past to the boss. They don’t bother with names.

That’s the fastest way to lose a customer you never even knew you had.

The receptionist isn’t standing between you and the customer.

> **The receptionist *is* the customer. Just a different one.**

> **One check: some companies and government offices limit the gifts their employees can accept. Keep it small and shareable, like food for the whole office, and if you’re not sure, ask.**

THANK THE WHOLE TEAM

1. **Know who touches the order.** Not just the boss.
2. **Learn their names.** Write them down. Use them.
3. **Send enough for everyone.** Never one gift with eleven people watching.
4. **Tell their boss** when they make your life easier.
5. **Never treat them like a wall.** They're customers too.

Do this, and the people most businesses walk past will start working for you.

STOLEN FROM THE MASTERS

Mary Kay Ash

Mary Kay Ash started Mary Kay Cosmetics in 1963 with her life savings and a tiny storefront in Dallas. It grew into one of the biggest beauty companies in the world.

She had a simple rule for how to treat people.

Picture everyone you meet wearing an invisible sign around their neck. And the sign says:

> **"Make me feel important."**

Everyone. Not just the boss. Not just the big customer.

The receptionist. The assistant. The person who signs for your delivery.

Most businesses only read the sign on the boss.

> **Read everybody's.**

⚠ Do not make this mistake

Don’t only thank the boss.

Don’t walk past the front desk.

Don’t send one gift with eleven people watching.

THANK EVERYONE WHO TOUCHES THE ORDER.

Do this today

COST: ABOUT THE PRICE OF LUNCH | TIME: 15 MINUTES

Pick one of your best customers.

1. Write down everyone there who touches your order, by name if you know it.
2. Send a gift for the whole team, not just the boss, with a note that thanks them all.
3. Next time someone there makes your life easier, tell their boss.

The boss signs the check.

Thank everyone who makes it happen.

CHAPTER 26

Make them feel like insiders.

People want to belong.

To a team. A club. A group of people who are “in.”

It’s one of the strongest feelings there is.

And most businesses completely ignore it.

They treat the customer who’s been coming for ten years exactly like the one who walked in this morning.

Give your best customers something they can’t buy.

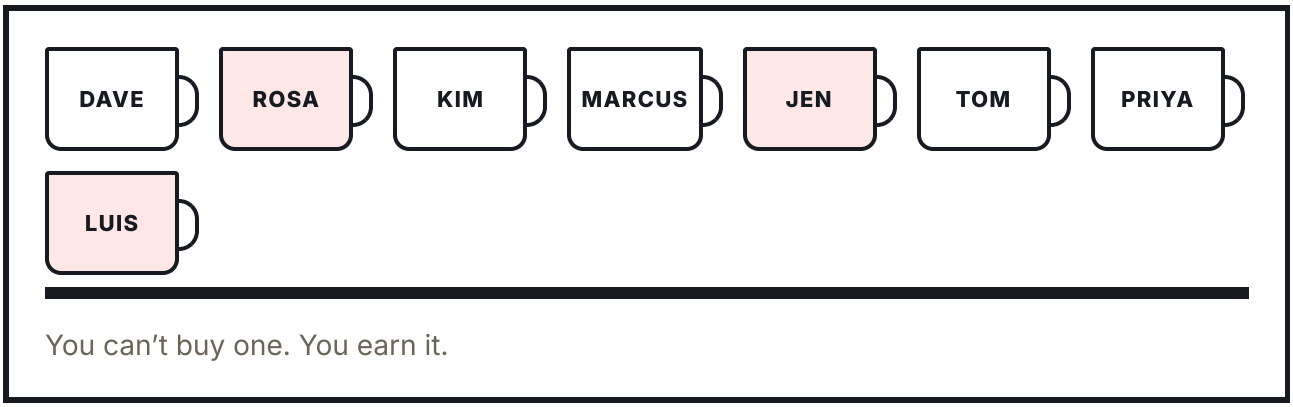
Something only insiders get.

> **That’s when customers stop being customers, and start being members.**

The mug wall

Imagine a neighborhood coffee shop.

Behind the counter is a long shelf of coffee mugs. Each one has a name on it.



On your 50th visit, they make you a mug with your name on it and put it on the wall.

From then on, when you walk in, the barista grabs your mug off the shelf before you even order.

Think about what that does.

- **Regulars bring their friends just to show off their mug.**
- **New customers see the wall and think, "I want one of those."**
- **And nobody, ever, walks away from a coffee shop where their name is on the wall.**

That mug costs the shop a few dollars.

> **Money can buy a mug. It can't buy *your* mug on *that* wall.**

Earned beats bought

Here’s the secret that makes this work.

A shirt you can buy

It’s merchandise. Anyone with twenty dollars can have one. Worn once in a while.

A shirt you earn

“100 Workouts Club.” You can only get it one way. Worn to the gym, to the store and everywhere else, with pride.

Same shirt. Maybe the exact same blank, the same print.

One is something you bought. The other is something you *did*.

People don’t show off what they bought. They show off what they earned.

> **If you want them to wear it, make them earn it.**

Ways to make insiders

You don’t need a fancy program. Pick one or two of these.

ONLY INSIDERS GET…

The idea	What it looks like
A VIP-only item	The mug on the wall. The “100 Club” shirt. The jacket only five-year customers get.
A limited edition	This year’s design, numbered, and gone when it’s gone.
A collectible series	A new pin, ornament or shirt every year. People come back to complete the set.
Loyalty levels	A punch card that turns into a Gold card, with real perks at each level.
First dibs	Insiders hear about the new thing, the new menu or the open appointment before anyone else.
An insider event	A customer appreciation night. By invitation only.

The collectible series

This one deserves a closer look.

Imagine a pizza place that gives every regular a new enamel pin each year. A different design every time, with the year on it.

The first year, people think it’s cute.

By the third year, people are pinning them to their jackets and backpacks, and asking, “When does this year’s come out?”

By the fifth year, a regular who moved across town still drives back, because she can’t break the streak.

> **A collection gives people a reason to come back every single year.**

Insiders bring friends

Here's the bonus.

People love to show off what they earned.

The mug on the wall. The pin on the backpack. The "100 Club" shirt.

Every one of those starts a conversation. "Where'd you get that?" "How do I get one?"

Every insider is a walking referral. (Chapter 11.)

And remember Chapter 9. Being remembered doesn't pay the bills. But a customer who brings their friends in to see their mug on the wall? That does.

Keep it fair

One warning.

Making insiders feel special should never make anyone else feel left out.

Treat every customer well. Then give your best ones a little something more.

The new customer who sees the mug wall should think, "I want to get there," not "They don't care about me."

BUILD YOUR INSIDERS

1. **It's earned.** Visits, years, workouts, orders. Not bought.
2. **It's rare.** If everybody gets one, nobody cares.
3. **It's visible.** A mug on the wall, a pin, a shirt people can see.
4. **It's personal.** Their name on it, when you can.
5. **It's fair.** Everyone is treated well. Insiders get a little more.

Five yeses, and your best customers will never think about leaving.

STOLEN FROM THE MASTERS

Harley-Davidson

In the early 1980s, Harley-Davidson was going through a very hard time.

In 1983, the company started something called the Harley Owners Group.

It was a club for people who owned the motorcycles. Members got patches, a magazine, group rides and events they couldn't get anywhere else.

It wasn't a discount. It was a place to belong.

Riders who had been customers became members. Members became friends. And friends brought more friends.

The club grew into one of the best-known customer communities in the world, and it helped bring the company back.

> **They didn't just sell motorcycles. They gave people a club worth joining.**

⚠ Do not make this mistake

Don't make everyone an insider. Then nobody is.

Don't sell the VIP item. The second you sell it, it's just merchandise.

Don't treat your ten-year customer like a stranger.

MAKE IT EARNED. MAKE IT RARE.

Try this with AI

Let AI help you design an insider program that fits your business.

COPY AND PASTE

“I own a [TYPE OF BUSINESS]. My best customers usually [HOW OFTEN THEY BUY OR VISIT].

Design a simple insider program for me. Include two or three levels and how customers earn each one, one VIP item only insiders can get (and can’t buy), and one idea for a yearly collectible.

Keep it simple enough that I can run it with a notebook or a spreadsheet.”

Pick the one idea that gets you excited.

> **If it excites you, it’ll excite them.**

Do this today

COST: $0 TO PLAN

TIME: 20 MINUTES

Look at your very best customers.

1. Pick one item only they can get. It has to be earned, not bought.
2. Decide exactly how they earn it: visits, years or orders.
3. Make a list of the customers who've already earned it, and give it to them first.

Everybody wants to belong to something.

Give them something to belong to.

THE CHECKLIST

50 ways to keep customers coming back.

You don’t need all fifty.

You need one. Then another one next month.

Read the list with a pen. Check the ones that fit your business. Circle the one you’ll do this week.

Every one of them follows the same simple formula.

RIGHT PRODUCT + **RIGHT PERSON** + **RIGHT MOMENT** + **THOUGHTFUL HAND-OFF** = **LOYALTY**

> **A $1 pen handed over at the perfect moment does more than a $75 gift nobody wants.**

WELCOME THEM CH. 22

- [ ] 1 **A welcome gift** right after the first order. Something useful, right away.
- [ ] 2 **A first-order thank-you**: a small item and a handwritten note in the box.
- [ ] 3 **A day-7 welcome call.** "How's everything going so far?"
- [ ] 4 **A membership gift** the day they join your program or club.
- [ ] 5 **Welcome kits for their new hires.** Help business customers welcome their own people.

CELEBRATE THEM CH. 23

- [ ] 6 **Their anniversary with you**: one, five, ten years.
- [ ] 7 **Their birthday.** A card, and a small treat for regulars.
- [ ] 8 **Their company's anniversary.** Their accomplishment, not yours.
- [ ] 9 **Their promotion.** A nice pen and "You earned it."
- [ ] 10 **Their new office.** A plant for the new space.
- [ ] 11 **Their 100th order**, or another big number with you.
- [ ] 12 **A "you helped us grow" gift** for your longest customers.

REWARD THEM CH. 11 · 25

- [ ] 13 **A referral thank-you** every time someone sends you a friend.
- [ ] 14 **One for you, one for a friend.** Two of everything.
- [ ] 15 **Visit rewards** on the 5th visit, the 10th, the 50th.
- [ ] 16 **Spend-and-get.** "Spend $250 and get our insulated tumbler."
- [ ] 17 **Loyalty levels**, with something better at each level.
- [ ] 18 **A renewal thank-you** when they renew a contract or membership.
- [ ] 19 **First-to-try gifts** for customers who try your new thing first.
- [ ] 20 **Customer of the month.** Recognize them out loud.

SURPRISE THEM CH. 10

- [ ] 27 **A "just because" gift.** No holiday. No sales pitch.
- [ ] 28 **A surprise in the reorder.** Something extra in the box.
- [ ] 29 **A surprise upgrade.** They ordered basic. Send the premium one.
- [ ] 30 **A holiday gift they'll use**, not one more card.
- [ ] 31 **A note and a $2 item.** Handed over personally, it feels like $20.

MAKE THEM INSIDERS CH. 26

- [ ] 21 **A VIP-only item** they can earn but can't buy.
- [ ] 22 **A limited edition.** Numbered, and gone when it's gone.
- [ ] 23 **A collectible series**: a new pin, mug or shirt every year.
- [ ] 24 **A customer appreciation night**, with something made just for it.
- [ ] 25 **A customers-only online store** with things the public can't get.
- [ ] 26 **Co-branded items** with their logo next to yours.

MAKE IT RIGHT CH. 24

- [ ] 32 **An apology gift** that comes with the fix.
- [ ] 33 **A thank-you for their patience** after a problem gets solved.
- [ ] 34 **A win-back package** for a good customer you haven't seen in a while.

THANK THE WHOLE TEAM

CH. 25

- [ ] 35 **Thank the person who places the order**, not just the company.
- [ ] 36 **Thank the gatekeepers**: receptionists, assistants, the receiving dock.
- [ ] 37 **Send enough for everyone.** Never one gift with eleven people watching.

GIVE THEM THINGS THEY USE

CH. 7 · 12

- [ ] 38 **Shirts, caps and jackets they actually want to wear.** Small logo.
- [ ] 39 **Seasonal gifts**: a cap in summer, a blanket in winter, an umbrella when it rains.
- [ ] 40 **Desk things**: notebooks, chargers, desk pads, calendars.
- [ ] 41 **Car things**: ice scrapers, tire gauges, chargers, first-aid kits.
- [ ] 42 **Travel things**: luggage tags, power banks, travel cases.
- [ ] 43 **A home-office kit** for customers who work from home.
- [ ] 44 **A great tumbler or mug.** Used every day for years.
- [ ] 45 **Things they use up**, like notepads, calendars and pens, so you can send them again.

SHOW UP TOGETHER

CH. 21 · 28

- [ ] 46 **Event gifts** for everyone who came to your open house or seminar.
- [ ] 47 **A trade show follow-up** mailed to them, not just an email.
- [ ] 48 **A cause item** tied to a local charity, and an invitation to join in.
- [ ] 49 **A customer challenge** with merchandise as the prize.
- [ ] 50 **A thank-you for a shout-out** when a customer mentions you on their own.

ONE RULE

Never give a gift in exchange for a review. Google doesn't allow it. Thank people for their business and for their honest feedback, good or bad, but never for a five-star rating. (Chapter 18.)

The one that matters most

If you remember nothing else from this list, remember this.

Make the gift about them, not your logo.

A small, tasteful logo on something they genuinely love beats a giant logo on something they don't.

> **If they love using it, they'll remember who gave it to them.**

And remember Chapter 9: being remembered doesn't pay the bills. Every gift should make it easy to call you, book you or send you a friend.

Do this today

COST: $0 TO CHOOSE TIME: 10 MINUTES

Go back through the list with a pen.

1. Check every idea that fits your business.
2. Circle the one you'll do this week.
3. Put the next two on your 90-day calendar. (Chapter 28.)

Getting a new customer is hard.

Keeping one is a lot easier.

CHAPTER 27

Ask how they found you.

You can’t fix what you don’t measure.

Here’s a question for you.

Of all the money you spent on marketing last year, which part brought in customers?

Not which part felt good. Not which part looked nice.

Which part made the phone ring?

If you’re like most business owners, you don’t really know.

You’re guessing.

And when you guess, you keep paying for things that don’t work, and you never do enough of the things that do.

The fix is free. It’s one question.

> **“How did you hear about us?”**

The tally sheet

Imagine a hair salon owner.

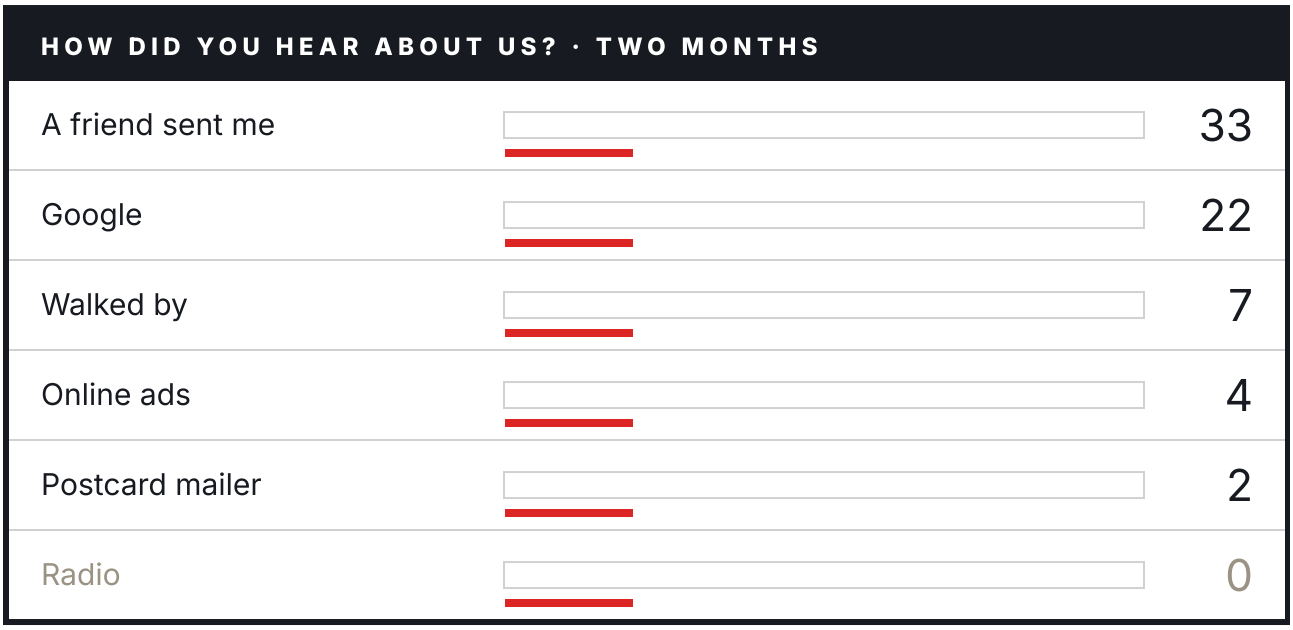
Every month she spends money on a postcard mailer, a spot on the local radio station and some online ads. She also hands out referral cards to her regulars.

Business is okay. But she has no idea which of those things is bringing people in.

So she tapes a sheet of paper by the register.

For two months, every new client gets asked one question: “How did you hear about us?”

And she makes a tally mark.



Look at that.

Most of her new clients came from friends and from Google.

The radio spot, the most expensive thing she was doing, brought in nobody.

So she stopped the radio. She took that money and put it into more referral cards, a thank-you gift for every client who sent a friend, and a better Google profile with real photos.

Three months later, her book is full.

> **She didn’t spend more. She just stopped guessing.**

Guessing

“I think the radio is working. People mention it sometimes.” Keep paying. Hope.

Knowing

“Radio brought in zero in two months. Friends brought in 33.” Cut one. Double the other.

Ask everyone, everywhere

The question only works if you ask it every time.

Not when you remember. Not when you're not busy. Every time.

- **On the phone. "Thanks for calling! How did you hear about us?"**
- **On your new-customer form. One line, with a few boxes to check and an "other" blank.**
- **On your booking page. A simple drop-down.**
- **At checkout. "By the way, how did you find us?"**

Make it part of the script for everyone who answers your phone or greets a new customer.

Make it easy to count

People don't always remember how they found you. So give yourself some help.

WAYS TO KNOW EXACTLY WHAT WORKED

The trick	How it works
A code on every flyer	Each flyer, mailer or ad gets its own code. "Mention SPRING10." (Chapter 5.)
A QR code for each campaign	Each one opens a different web page, so you can see which one gets scanned.
Named referral cards	"Courtesy of Jen." You know exactly who sent them. (Chapter 11.)
"Bring this in"	The coupon, the magnet, the card. When it comes back across the counter, you know.
A tally sheet	Low-tech, and it works. Tape it by the phone and the register.

Look at it once a month

Asking is half the job. Looking is the other half.

Once a month, sit down with the tally for fifteen minutes and ask three questions:

- **What brought in the most new customers?**
- **What brought in nobody?**
- **What should I do more of next month?**

Then do more of what works, and stop paying for what doesn't.

That's it. That's the whole system.

Count what pays the bills

Remember Chapter 9. Being remembered doesn't pay the bills.

Neither do likes. Neither do views. Neither do followers.

Those numbers feel good. But they're not the scoreboard.

> **The scoreboard is new customers, and the phone ringing.**

Count that.

COUNT WHAT COMES BACK

1. **Ask every new customer.** "How did you hear about us?"
2. **Ask everywhere.** Phone, form, booking page, checkout.
3. **Use codes and named cards.** So the answer is easy to know.
4. **Write it down.** Every single time.
5. **Look at it once a month.** Do more of what works. Stop what doesn't.

Five yeses, and you'll never have to guess again.

STOLEN FROM THE MASTERS

John Wanamaker

John Wanamaker opened one of the first big department stores in America, in Philadelphia, in the 1800s.

He was one of the biggest advertisers of his time, and he's often credited with the most famous complaint in the history of advertising:

> **"Half the money I spend on advertising is wasted; the trouble is I don't know which half."**

More than a hundred years later, most small business owners feel exactly the same way.

But you don't have to.

Ask every customer how they found you. Write it down. Look at it once a month.

And you'll know which half.

⚠ Do not make this mistake

Don't guess what's working.

Don't count likes and call it business.

Don't keep paying for something that brought in nobody.

ASK EVERY NEW CUSTOMER. WRITE IT DOWN.

Do this today

COST: $0 TIME: 10 MINUTES

Start counting today.

1. Add “How did you hear about us?” to every call, every form and your booking page.
2. Tape a tally sheet by the phone and the register.
3. Put a 15-minute “what’s working” check on your calendar for the first of every month.

Stop guessing which half is working.

Ask, write it down, and know.

PART SIX

Count What Comes Back

Know what's working, and give back to your town.

27 Ask How They Found You

28 Check In at 90 Days

29 Be the Name on the Jersey

CHAPTER 28

Check in at 90 days.

Keep what works. Cut what doesn't.

It sounds simple. Almost nobody does it.

Most businesses keep doing the same marketing year after year, because that's what they did last year.

The same ad in the same paper. The same trade show. The same giveaway.

Nobody ever stops to ask, "Is this still working?"

Every 90 days, stop and ask.

One hour, four times a year.

> **That one hour can save you thousands of dollars, and point you at the thing that's really working.**

Three sheets of paper

Imagine the owner of an auto repair shop.

Every 90 days, he comes in early on a Saturday, pours a cup of coffee and puts three sheets of paper on the counter.

THE TALLY

Every “How did you hear about us?” answer from the last 90 days. (Chapter 27.)

THE SPENDING

What he spent on every piece of marketing: the mailer, the booth, the shirts, the ads.

THE CALENDAR

The 90-day plan from Chapter 14, with a check mark next to everything that actually got done.

He looks at all three side by side.

The tire gauges he handed out at every oil change? Customers keep mentioning them. Keep.

The ad in the community magazine? Two calls in 90 days, for a lot of money. Cut.

The handwritten thank-you notes? They were on the calendar every week. He did them twice. That’s not a bad idea. That’s an idea he didn’t do.

One hour later, he knows exactly what to do for the next 90 days.

> **That’s the whole chapter. Look, decide, and get back to work.**

Five questions

Every 90-day check-in comes down to the same five questions.

THE 90-DAY CHECK-IN

1. **What did we actually do?** Not what we planned. What really happened.
2. **What brought in customers?** Look at the tally.
3. **What did each new customer cost?** What you spent, divided by how many it brought in.
4. **What should we stop?** Anything that cost money and brought in nobody.
5. **What's the one new thing?** One idea from this book to try next.

Five questions. One hour. Four times a year.

Keep three. Cut one. Add one.

Here's a simple rule so every check-in ends with a decision, not just a meeting.

KEEP 3

The three things that brought in the most customers. Do them again, and do them better.

CUT 1

The one thing that cost the most and brought in the least. Stop paying for it.

ADD 1

One new idea to try for the next 90 days. Just one.

That’s it.

Over a year, you’ll cut four things that weren’t working, and try four new ones.

> **Your marketing gets a little better every 90 days, without ever getting more expensive.**

Be honest about what never got done

This is the hardest part.

Sometimes an idea didn’t work because it was a bad idea.

But a lot of the time, it didn’t work because you didn’t do it.

You planned the thank-you notes and wrote two. You bought the pens and they’re still in the box. (Chapter 12.)

Don’t cut a good idea you never actually tried.

Remember Chapter 1.

Do something.

It doesn’t have to be technical

You don’t need fancy software to do this.

A tally sheet taped by the register. A notebook with what you spent. A calendar with check marks.

That’s enough to make good decisions for a lot of small businesses.

But here’s the good news if you want a little more.

> **A lot of the tools you already use are counting for you.**

Google, your website, your email, your booking system. Most of them come with free reports built right in, showing you who found you and what they did.

You just have to look.

FREE NUMBERS YOU PROBABLY ALREADY HAVE

The tool	What it can tell you
Google Business Profile	How many people found you on Google, called you, asked for directions or clicked to your website
Your website	How many people visited, where they came from and which pages they looked at
Your email tool	How many people opened your email and clicked the link
Social media	Which posts people actually saw, saved and shared
QR codes	How many times each one was scanned, so you know which flyer worked
Booking or sales software	New customers, repeat customers and what they bought

You don’t need to understand every number.

Just bring the few that matter to your 90-day check-in. New customers. Calls. Visits. Scans.

And remember Chapter 9. Likes and views are nice. But the scoreboard is still the phone ringing.

On autopilot

“We’ve always done the magazine ad.” Paid for it again this year. Nobody knows if it works.

Checked in

“The magazine ad brought in two calls. The tire gauges brought in thirty. Cut one, double the other.”

STOLEN FROM THE MASTERS

Peter Drucker

Peter Drucker is often called the father of modern management. He spent more than sixty years teaching business leaders how to run their companies better.

One of his sharpest points was about effort.

He said there's nothing quite so useless as doing a great job at something that shouldn't be done at all.

Think about that for your marketing.

A beautifully designed ad that brings in nobody. A trade show you run perfectly every year that never produces a customer.

Doing it well doesn't help if it shouldn't be done.

> **The 90-day check-in is where you find those things, and stop.**

⚠ **Do not make this mistake**

Don't keep doing it just because you did it last year.

Don't cut a good idea you never really tried.

Don't leave the check-in without a decision.

KEEP WHAT WORKS. CUT WHAT DOESN'T.

Try this with AI

Bring your three sheets of paper to AI, and let it help you decide.

COPY AND PASTE

“I own a [TYPE OF BUSINESS]. Here’s my last 90 days of marketing: what I did, what I spent on each thing, and how many new customers said they came from each one: [PASTE YOUR LIST].

Tell me the cost per new customer for each one. Then tell me the three things to keep, the one thing to cut and one new idea to try in the next 90 days. Keep it simple and explain why.”

AI can do the math. You make the call.

> **You know your customers better than any report.**

Do this today

COST: $0 **TIME: 5 MINUTES**

Schedule it now, or it won't happen.

1. Put a one-hour 90-day check-in on your calendar, repeating four times a year.
2. Start a simple sheet of what you spend on marketing, and keep it up to date.
3. Look at the free reports in your Google Business Profile, so you know where to find them.

Every 90 days, look, decide and get back to work.

Keep what works. Cut what doesn't.

CHAPTER 29

Be the name on the jersey.

The community remembers who showed up.

Think back to when you were a kid.

Do you remember the name on your little league jersey?

A lot of people do. Decades later.

The pizza place. The hardware store. The insurance agent on Main Street.

They didn't buy a billboard. They bought a set of jerseys for a bunch of kids.

And a whole town remembered them for it.

Twelve kids, every Saturday

Imagine an auto repair shop that sponsors a little league team.



Twelve kids wear the shop's name all season. Their parents sit in the stands every Saturday morning, looking at it.

Twelve kids wear the shop's name across their chests all season.

Twenty-four parents sit in the stands every Saturday, looking at it. Grandparents, too.

The shop owner comes to a few games. Brings a cooler of water on the hot days. Cheers for every kid, not just the good ones.

At the end of the season, the team gives the owner a framed photo. All twelve kids, in the jerseys, with the shop's name front and center.

It goes up in the waiting room.

For years, customers stop and look at it. "Hey, that's my nephew!"

Now think about those parents.

When the check engine light comes on, who do you think they call?

> **Not the shop with the biggest ad. The shop that showed up for their kids.**

Just a check

Writes a check. Name goes on a banner. Never shows up. Nobody knows who they are.

Showed up

Writes the check. Comes to games. Brings water. Knows the kids' names. Becomes part of the town.

Ways to show up

You don’t need a big budget. Pick one thing in your town and do it well.

BE THE NAME PEOPLE SEE

Sponsor this	What people see
A youth sports team	Your name on every jersey, all season, and on the team photo for years.
A ballpark fence banner	Your name in front of every family at every game.
A charity 5K	Your name on the back of every runner’s shirt, worn for years after. (Chapter 7.)
The school fundraiser	Your name in the program, and in every parent’s thank-you.
The end-of-season party	The pizza, the trophies, the cake. “Thank you to our sponsor.”
A community event	The farmers market, the holiday parade, the summer concert. Your booth, your banner, your people. (Chapter 21.)

Don’t just write a check. Show up.

Here’s where most sponsors miss it.

They write the check, their name goes on a banner, and they never set foot at the field.

That’s an ad. A nice one, but an ad.

The magic happens when you show up.

- **Go to a game. Cheer.**
- **Bring water, or snacks, or the trophies.**
- **Wear your company shirt, so people know who you are. (Chapter 20.)**
- **Learn the coach’s name, and a few of the kids’ names.**
- **Post a congratulations photo, with the parents’ permission.**

When you show up, people stop seeing a sponsor.

> **They start seeing a neighbor.**

Give because it’s right

Let’s be honest about one thing.

You should support your town because it’s the right thing to do. Because those kids need jerseys, and the school needs that fundraiser, and the 5K is raising money for something that matters.

Do it for that reason first.

It just so happens that it’s also some of the best marketing there is.

People want to do business with businesses that care about the same things they care about.

When you show up for their town, their kids and their causes, they show up for you.

Remember Chapter 16.

Take care of them now. They'll take care of you later.

BE THE NAME ON THE JERSEY

1. **Pick one.** One team, one event, one cause in your town.
2. **Put your name on something they keep.** A jersey, a shirt, a team photo.
3. **Show up in person.** Not just the check. You.
4. **Wear your shirt.** So people connect the face to the name.
5. **Stick with it.** Year after year. That's how a town remembers.

Five yeses, and you're not just a business in town. You're part of it.

STOLEN FROM THE MASTERS

Paul Newman

Paul Newman was one of the biggest movie stars in the world.

In 1982, he and a friend started bottling the homemade salad dressing they used to give away as holiday gifts. They called it Newman's Own.

And they made a decision that sounded crazy for a business: every dollar of profit would go to charity.

Newman's Own grew into a well-known brand on grocery store shelves all over the country. Over the years, it has given hundreds of millions of dollars to good causes, including camps for seriously ill children that Newman helped start.

People didn't just buy the dressing because it tasted good.

They bought it because buying it did some good.

You don't need to give away every dollar. But you can make giving back part of who you are.

> **People remember the businesses that gave back. And they come back to them.**

⚠ Do not make this mistake

Don't just write a check and disappear.

Don't spread yourself across ten causes. Pick one and own it.

Don't sponsor it once and walk away.

SHOW UP. YEAR AFTER YEAR.

Make the call

You don't need a plan or a spreadsheet for this one. You need a phone.

Call the little league, the school, the chamber of commerce or a local charity.

SAY THIS

"Hi, I own [YOUR BUSINESS] here in town. I'd love to help out this season. What do you need?"

Then listen.

> **One phone call. That's how every name on every jersey got there.**

Do this today

COST: WHATEVER FITS YOUR BUDGET | TIME: 15 MINUTES

Pick one local team, event or cause.

1. Call the coach, the organizer or the school, and ask how you can help.
2. Get your name on something people will keep: a jersey, a shirt, a team photo.
3. Put the games or the event on your calendar, and show up.

Your town remembers who showed up.

Be the name on the jersey.

ONE LAST THING

Now go do something.

You've read enough.

You already know more about marketing than most business owners ever learn.

You know people keep what you hand them. You know it needs a job, a line and a way to call you. You know the moment matters. You know to follow up, say thank you and show up.

Knowing it doesn't ring your phone. Doing it does.

The next 250 ideas are not a shopping list.

Do not buy 250 things.

Don’t even buy ten.

Find one that makes sense for your business, your customer and your budget. Start with the free ones. Then:

1. **Give it a job.**
2. **Put it in the right hands.**
3. **Hand it over at the right moment.**
4. **Make it easy to call you.**
5. **Give them one for a friend.**
6. **Count what comes back.**

And for God’s sake, if you buy 500 of them...

Give away the damn things.

Marketing doesn’t have to be expensive.
You just have to do it.

PART SEVEN

250+ Ways to Market Your Business

253 ideas, two to a page, from free to the big stuff. The price climbs as you go.

1. Find an idea that fits your business and your budget.
2. Scan the code or click the link for the full page: picks, prices, scripts and a free quote.
3. Do it this week.

IDEA 1

FREE · WORD OF MOUTH

Ask a Happy Customer for a Referral.

FREE
just your time

Your happiest customers already know your next customers. Most businesses just never ask.



EXAMPLE: ASK A HAPPY CUSTOMER FOR A R...

HOW TO DO IT

- **Ask at the finish line.** Right after the job is done, or right after they pay you a compliment. That's when they're happiest.
- **Name the kind of customer you want.** "Do you know anyone else who just bought a house?" is easier to answer than "Know anyone?"
- **Hand them something to pass along.** A card with their name on it: "Courtesy of Jen." Their friend is far more likely to use it.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/ask-a-happy-customer-for-a-referral →

PERFECT FOR

Every business · Salons & spas · Auto repair · Financial planners · Dentists

⚠ Do not make this mistake Don't wait for word of mouth to happen on its own. ASK WHILE THEY'RE SMILING.

FROM THE BOOK · CHAPTER 11: ONE FOR YOU, ONE FOR A FRIEND

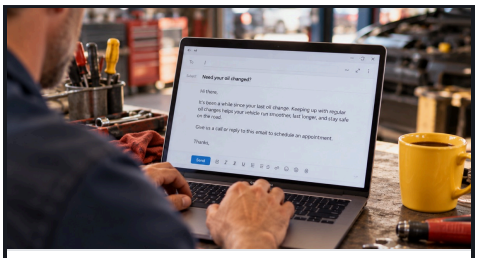
IDEA 2

FREE · STAY IN TOUCH

Send a Personal Email.

FREE
just your time

One person, one reason, one ask. It costs nothing and reaches a real person today.



EXAMPLE: SEND A PERSONAL EMAIL

A short note written to one person gets read. A newsletter blast gets skimmed, or deleted.

HOW TO DO IT

- **Pick one person.** A past customer, an open quote, someone you haven't talked to in a while.
- **Give one reason.** A tip, a reminder, a check-in, a thank-you. One, not five.
- **Make one ask.** "Want me to put you on the schedule?" "Can I send you the details?"

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/send-a-personal-email →

PERFECT FOR

Every business · Service businesses · Financial planners · Insurance agents · Salons

⚠ Do not make this mistake Don't send an email that could have gone to anyone. ONE PERSON. ONE ASK.

FROM THE BOOK · CHAPTER 14: LET AI DO THE TYPING

IDEA 3

FREE · THE LOST ART

Pick Up the Phone.

FREE
just your time

Almost nobody calls anymore. That's exactly why a real call stands out.

An email gets skimmed. A text gets a thumbs-up. A real voice, saying their name, gets remembered.



EXAMPLE: PICK UP THE PHONE

HOW TO DO IT

- **Say who you are, fast.** "Hi Linda, it's Mike from Valley Auto."
- **Say why right away.** "Nothing's wrong. I just wanted to check on you." Nobody likes guessing.
- **Ask, then listen.** "How's the car running?" Let them do most of the talking.

PERFECT FOR

Every business · Auto repair · Financial planners · Insurance agents · Salons

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/pick-up-the-phone →

⚠ Do not make this mistake Don't hide behind email because the phone feels awkward. GET OVER IT. PICK UP THE PHONE.

FROM THE BOOK · CHAPTER 16: PICK UP THE PHONE

IDEA 4

FREE · MONEY ON THE TABLE

Follow Up on Every Open Quote.

FREE
just your time

Silence is not a no. Most people who go quiet just got busy.

The money is already on the table. They asked you for a price.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/follow-up-on-every-open-quote →

HOW TO DO IT

- **Day 2: email.** "Did it come through okay? Here's the one thing I'd point out."
- **Day 5: call.** Answer questions. Ask what they're thinking.
- **Day 10: something useful.** A photo of similar work, or a note from a happy customer.

PERFECT FOR

Every business that quotes · Caterers · Contractors · Event venues · Printers

⚠ Do not make this mistake Don't take silence as a no. FOLLOW UP UNTIL THEY SAY NO.

FROM THE BOOK · CHAPTER 17: FOLLOW UP UNTIL THEY SAY NO

IDEA 5

FREE · PEOPLE WHO ALREADY TRUST YOU

Reconnect With Past Customers.

FREE
just your time

Past customers already know you and trust you. Give them a useful reason to come back.

Getting a new customer is hard. Bringing back one who already liked you is easy, if you reach out.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/reconnect-with-past-customers →

HOW TO DO IT

- **Pull a list.** Everyone who bought from you more than a year ago and hasn't been back.
- **Find a useful reason.** Time for a check-up, the season is changing, it's their anniversary with you.
- **Reach out personally.** A short email, a call or a handwritten note. Not a coupon blast.

PERFECT FOR

Every business | Auto repair | HVAC | Salons | Dentists

⚠ Do not make this mistake Don't only call when you want to sell something. BE USEFUL FIRST.

FROM THE BOOK · CHAPTER 23: CELEBRATE THEIR MILESTONES, NOT YOURS

IDEA 6

FREE · THE ONE EVERYBODY NEEDS

Claim Your Google Business Profile.

FREE
just your time

When someone searches for what you do near where you are, this is what they see first.

Your hours, photos, reviews and phone number, right at the top of Google and Google Maps.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/claim-your-google-business-profile →

HOW TO DO IT

- **Claim it.** Search for your business on Google and follow the steps to claim or create the profile.
- **Fill in every field.** Hours, services, service area, website, phone, and a short description in plain words.
- **Add real photos.** Your team, your work, your storefront. Aim for 20 to start.

PERFECT FOR

Every local business | Restaurants | Salons | Auto repair | Medical & dental

⚠ Do not make this mistake Don't claim it and walk away. FILL IT OUT. KEEP IT ALIVE.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 7

FREE · SELLS FOR YOU ALL DAY

Ask for a Google Review.

FREE just your time

Reviews sell for you 24 hours a day. Happy customers rarely leave one on their own. Ask, and many will.

People check reviews before they call. A steady stream of recent ones says you're busy, trusted and still in business.



EXAMPLE: ASK FOR A GOOGLE REVIEW

HOW TO DO IT

- **Get your link.** Your Google Business Profile gives you a short link straight to your review page.
- **Ask in person first.** "Would you mind leaving us a review? It really helps a small business like ours."
- **Text the link the same day.** One tap. Start with a thank-you, not a request.

PERFECT FOR

Every local business | Restaurants | Salons | Auto repair | Dentists

SCAN OR CLICK

The step-by-step, a script you can copy and an AI prompt

yourmarketinghandbook.com/ask-for-a-google-review →

⚠ Do not make this mistake Don't offer a discount or gift for a review. Google doesn't allow it. ASK EVERY CUSTOMER. EVERY DAY.

FROM THE BOOK · CHAPTER 18: ASK FOR THE REVIEW

IDEA 8

FREE · MORE PLACES TO BE FOUND

Get Listed in Free Directories.

FREE just your time

Yelp, Bing, Apple Maps and the directories for your industry. Free places to be found, if your information matches everywhere.

HOW TO DO IT

- **Write down your exact details.** Business name, address, phone and website, spelled exactly the same way every time.
- **Claim the big ones first.** Google, Apple Maps, Bing Places, Yelp and Facebook.
- **Add your industry's directories.** The trade association, the local chamber, the sites your customers actually use.

PERFECT FOR

Every local business | Restaurants | Home services | Medical & dental | Auto repair

SCAN OR CLICK

The step-by-step, a script you can copy and an AI prompt

yourmarketinghandbook.com/get-listed-in-free-directories →

⚠ Do not make this mistake Don't list yourself three different ways. SAME NAME. SAME NUMBER. EVERYWHERE.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 9

FREE · WHERE THE NEIGHBORS ARE

Post on Facebook.

FREE just your time

Free reach to locals who already follow you, as long as you keep showing up.

Your neighbors, past customers and their friends are already there, especially in local groups.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/post-on-facebook →

HOW TO DO IT

- **Show real work.** Before-and-afters, the finished job, today's special. Real photos beat graphics.
- **Show real people.** Your team, your regulars (with permission), the person who did the work.
- **Post on a schedule.** Three posts a week, every week, beats twenty one week and none after.

PERFECT FOR

Restaurants | Retail | Salons | Gyms | Schools

⚠ Do not make this mistake Don't open a page and disappear. SHOW UP EVERY WEEK.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 10

FREE · SHOW, DON'T TELL

Post on Instagram.

FREE just your time

If your work looks good, show it off every day. Instagram is built for it.

Salons, restaurants, gyms and anyone with a good-looking result can show it, every day, for free.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/post-on-instagram →

HOW TO DO IT

- **Before-and-after.** The single best post for almost any business.
- **Behind the scenes.** The kitchen, the shop, the team getting ready. People love seeing how it's done.
- **Faces.** Your team and happy customers, with permission. People connect with people.

PERFECT FOR

Restaurants | Salons & barbers | Gyms | Retail | Hospitality

⚠ Do not make this mistake Don't post stock photos. SHOW THE REAL WORK.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 11

FREE · WHERE THE DECISION-MAKERS ARE

Post on LinkedIn.

FREE
just your time

The people who sign the checks are on LinkedIn, by name and by title. Show up where they can see you.

On LinkedIn you can find the exact person you want to reach: the office manager, the owner, the HR director.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/post-on-linkedin →

HOW TO DO IT

- **Fix your profile first.** A real photo, a headline that says who you help, and a line on how to reach you.
- **Share what you learned.** A lesson from a real job, a mistake you see clients make, a question you get every week.
- **Comment before you message.** Leave a useful comment on a prospect's posts for a few weeks. Then they know your name.

PERFECT FOR

Financial planners | Insurance agents | Mortgage brokers | Realtors | Accountants

⚠ Do not make this mistake Don't send a sales pitch the minute someone accepts your connection. HELP FIRST. PITCH LATER.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 12

FREE · YOUR PHONE IS ENOUGH

Make a Short How-To Video.

FREE
just your time

Sixty seconds, one question, your phone. Video builds trust faster than any brochure.

People want to see who they're about to hire. A short video lets them meet you before they call.



EXAMPLE: MAKE A SHORT HOW-TO VIDEO

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/make-a-short-how-to-video →

HOW TO DO IT

- **Pick one question.** The one customers ask you every week. "How often should I change my oil?"
- **Shoot it on your phone.** Hold it sideways or straight up, stand near a window, and talk like you're talking to a customer.
- **Keep it under a minute.** Answer the question, show it if you can, and stop.

PERFECT FOR

Every business | Auto repair | Salons & barbers | Pet groomers | Fitness trainers

⚠ Do not make this mistake Don't wait until you have a film crew. HIT RECORD. YOU'LL GET BETTER.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 13

FREE · ANSWERS THEY'RE ALREADY SEARCHING FOR

Write a Helpful Blog Post.

FREE just your time

Your customers are typing questions into Google right now. Be the one who answers them.

Every helpful post is a page that can show up in search for years, long after you write it.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/write-a-helpful-blog-post →

HOW TO DO IT

- **List your ten most-asked questions.** The ones you answer over and over, on the phone and at the counter.
- **Let AI write the first draft.** Give it the question and your answer in a few rough sentences.
- **Add what only you know.** A real example, a price range, a mistake you've seen. That's what makes it worth reading.

PERFECT FOR

Every business · Financial planners · Insurance agents · Dentists · Veterinarians

⚠ Do not make this mistake Don't post AI writing without reading it. AI DRAFTS. YOU FINISH.

FROM THE BOOK · CHAPTER 14: LET AI DO THE TYPING

IDEA 14

FREE · WHERE NEIGHBORS ASK FOR NAMES

Join Local Community Groups.

FREE just your time

Every day someone in your town asks, "Who do you recommend?" Be there when they do.

Neighborhood Facebook groups, Nextdoor and local forums are full of people asking for a good mechanic, a good groomer, a good accountant.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/join-local-community-groups →

HOW TO DO IT

- **Join as yourself.** Use your real name and photo, and mention your business in your profile.
- **Read the rules.** Some groups ban business posts, or allow them only on certain days.
- **Answer questions.** Help even when it doesn't lead to a sale. People notice who's helpful.

PERFECT FOR

Restaurants · Retail · Salons · Pet groomers · Auto repair

⚠ Do not make this mistake Don't post ads in every group you join. BE A NEIGHBOR FIRST.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 15

FREE · BORROW THEIR CUSTOMERS

Partner With a Neighbor Business.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/partner-with-a-neighbor-business →

Another business already has the customers you want. Team up and send each other people.

HOW TO DO IT

- **Pick the right partner.** Same customer, different service. A realtor and a mover. A gym and a smoothie shop.
- **Walk in and introduce yourself.** Bring cards. Say who you are and how you could help their customers.
- **Make it easy to send people.** Swap cards or flyers for each other's counter, or a simple "show this for 10% off" card.

PERFECT FOR

Every business | Realtors & movers | Groomers & pet stores | Gyms & smoothie shops | Salons & boutiques

⚠ Do not make this mistake Don't partner with someone you wouldn't hire yourself. PICK PARTNERS YOU TRUST.

FROM THE BOOK · CHAPTER 11: ONE FOR YOU, ONE FOR A FRIEND

IDEA 16

FREE · EVERY EMAIL BECOMES AN AD

Upgrade Your Email Signature.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/upgrade-your-email-signature →

You already send dozens of emails a week. Make the bottom of every one of them work for you.

Your signature is seen by every customer, vendor and prospect you write to, and it costs nothing to change.

HOW TO DO IT

- **Keep the basics clean.** Name, title, business, phone, website. No inspirational quotes.
- **Add one line that works.** Your current offer, a link to your Google reviews, or "Ask me about..."
- **Make the phone number tappable.** Most people read email on their phone. One tap should call you.

PERFECT FOR

Every business | Financial planners | Insurance agents | Realtors | B2B companies

⚠ Do not make this mistake Don't cram in logos, quotes and five social icons. ONE LINE. ONE ASK.

FROM THE BOOK · CHAPTER 9: THE SILENT CALL TO ACTION

IDEA 17

FREE · A CAPTIVE AUDIENCE

Put an Offer on Your Voicemail & Hold Message.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/put-an-offer-on-your-voicemail-and-hold-message →

The person on hold already called you. Tell them something worth hearing.

HOW TO DO IT

- **Keep the greeting short.** Business name, your name, and that you'll call back. Fast.
- **Add one thing worth hearing.** A seasonal offer, or the service people don't know you have.
- **Tell them where to go.** Your website or your online booking, so they can act while they wait.

PERFECT FOR

Every business | Auto repair | Dentists | Veterinarians | Salons

⚠ Do not make this mistake Don't leave the same message up for years. UPDATE IT EVERY SEASON.

FROM THE BOOK · CHAPTER 9: THE SILENT CALL TO ACTION

IDEA 18

FREE · END ON A HIGH NOTE

Send a Thank-You Email.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/send-a-thank-you-email →

A real thank-you, about their job, ends the work on a high note and opens the door to the next one.

Most businesses go quiet the minute they're paid. A thank-you says you cared about more than the invoice.

HOW TO DO IT

- **Send it within a day.** While the job is still fresh for both of you.
- **Mention something specific.** Their dog's name, the color they picked, the deadline you hit together.
- **Say how to reach you.** If anything isn't right, they should know exactly who to call.

PERFECT FOR

Every business | Service businesses | Financial planners | Realtors | Salons

⚠ Do not make this mistake Don't send a thank-you that could go to anyone. MAKE IT ABOUT THEM.

FROM THE BOOK · CHAPTER 11: ONE FOR YOU, ONE FOR A FRIEND

IDEA 19

FREE · REACH THEIR FRIENDS

Ask Customers to Share Your Work.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/ask-customers-to-share-your-work →

One happy customer's post reaches hundreds of people you could never reach yourself.

When a customer posts the new haircut, the finished cake or the clean car, their friends see it, and trust it.

HOW TO DO IT

- **Ask at the happy moment.** When they say "I love it!" Not three days later.
- **Tell them exactly what to tag.** Your handle, written on a card at the counter or on the receipt.
- **Make it photo-worthy.** A good-light corner, a simple backdrop, or a sign with your name in the shot.

PERFECT FOR

Salons & barbers · Bakeries · Restaurants · Pet groomers · Photographers

⚠ Do not make this mistake Don't repost a customer's photo or face without asking. ASK. TAG. THANK.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 20

FREE · FROM "I SHOULD" TO "I DID"

Build a 90-Day Marketing Calendar With AI.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/build-a-90-day-marketing-calendar-with-ai →

One small task a week for twelve weeks. AI writes the plan. You put it on your real calendar.

HOW TO DO IT

- **Tell AI about your business.** What you sell, who buys it, your busy and slow seasons, and your budget.
- **Ask for one task a week.** Small enough to finish in 30 minutes. Twelve weeks.
- **Put every task on your calendar.** A real appointment, same day and time each week.

PERFECT FOR

Every business · Owners who wear every hat · New businesses · Slow seasons · Anyone who means to market "someday"

⚠ Do not make this mistake Don't make a plan you'll never look at again. PUT IT ON THE CALENDAR.

FROM THE BOOK · CHAPTER 14: LET AI DO THE TYPING

IDEA 21

FREE · FACE TO FACE

Go to a Networking Event.

A handshake still beats a hundred emails. Go with a goal, and follow up fast.

People refer people they've met. A real conversation turns a stranger into someone who knows your name.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/go-to-a-networking-event →

HOW TO DO IT

- **Pick the right room.** Chamber mixers, industry groups, business breakfasts. Go where your customers or referral partners are.
- **Set a goal.** Three real conversations. Not thirty business cards.
- **Ask more than you talk.** "What kind of customer is a great fit for you?" People remember who listened.

PERFECT FOR

Financial planners | Insurance agents | Mortgage brokers | Realtors | Accountants

⚠ Do not make this mistake Don't collect a stack of cards and never call anyone. FOLLOW UP IN 48 HOURS.

FROM THE BOOK · CHAPTER 17: FOLLOW UP UNTIL THEY SAY NO

IDEA 22

FREE · BETTER THAN AN AD

Pitch a Story to Local News.

Reporters need stories every day. Give them a good one, and your name gets in front of the whole town.

When the local paper or TV station tells your story, people trust it more than anything you could pay for.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/pitch-a-story-to-local-news →

HOW TO DO IT

- **Find the real story.** A 25th anniversary, a community project, a surprising local fact, a customer with an amazing story.
- **Find the right reporter.** Read your local paper and news sites. Find who covers business or community.
- **Write a short pitch.** Three or four sentences: what's happening, why locals care, and when.

PERFECT FOR

Every business | Restaurants | Family businesses | Nonprofits | Gyms

⚠ Do not make this mistake Don't send a press release that reads like an ad. TELL A STORY. NOT A SALE.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA 23

FREE · BE THE EXPERT IN THE ROOM

Teach a Free Class or Workshop.

FREE
just your time

Teach people something useful for an hour. They'll remember who taught them.

The person at the front of the room is the expert. That's who people call when they need help.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/teach-a-free-class-or-workshop →

HOW TO DO IT

- **Pick a useful topic.** "First-time home buying." "Retirement basics." "Car care before a road trip."
- **Find a partner.** The library, chamber, a school or a community center. They often handle the room and the word.
- **Teach. Don't sell..** Give real answers. Keep the pitch to one sentence at the end.

PERFECT FOR

Financial planners | Insurance agents | Realtors | Gyms & trainers | Medical & dental

⚠ Do not make this mistake Don't turn the class into a sales pitch. TEACH FIRST. SELL NEVER.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 24

FREE · EVERY CUSTOMER, EVERY MONTH

Start a Simple Email Newsletter.

FREE
just your time

One tip, one photo, one offer, once a month. That's the whole newsletter.

A short monthly email keeps you in front of every customer you've ever had, so you're the one they think of when they need you.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/start-a-simple-email-newsletter →

HOW TO DO IT

- **Start with your customer list.** Only people who gave you their email and said yes to hearing from you.
- **Use a free email tool.** Most have a free plan for small lists. They handle the unsubscribe link, which the law requires.
- **Keep it to three things.** One useful tip. One real photo. One offer or next step.

PERFECT FOR

Every business | Restaurants | Salons | Financial planners | Gyms

⚠ Do not make this mistake Don't email people who never signed up. SHORT. USEFUL. MONTHLY.

FROM THE BOOK · CHAPTER 26: MAKE THEM FEEL LIKE INSIDERS

IDEA 25

FREE · WALKING BILLBOARDS

Wear Your Own Branded Apparel.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/wear-your-own-branded-apparel →

You and your team are seen by hundreds of people a week. Make sure they know who you work for.

A clean shirt with your name on it turns every errand, job and lunch line into an ad.

HOW TO DO IT

- **Wear what you have, every day.** If you already have branded shirts, put them on. All of them, all week.
- **Make sure it's readable.** Your name and what you do, big enough to read from across the room.
- **Pick shirts people like.** If the team hates the shirt, it stays in the drawer.

PERFECT FOR

Every business | Auto repair | Restaurants | Salons | Gyms

⚠ Do not make this mistake Don't wear a faded, stained shirt with your name on it. LOOK LIKE A TEAM.

FROM THE BOOK · CHAPTER 20: DRESS THE PART

IDEA 26

FREE · PAPERWORK THEY ALREADY READ

Brand Your Invoices, Quotes & Packing Slips.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/brand-your-invoices-quotes-and-packing-slips →

Every customer reads your invoice. Use the bottom of it to ask for the next sale.

Quotes, invoices and packing slips are read carefully by every single customer. Most businesses waste the space.

HOW TO DO IT

- **Put your logo and colors on everything.** Quotes, invoices, receipts, packing slips. Same look every time.
- **Add a "Did you know?" line.** "Did you know we also do detailing?"
- **Add a referral line.** "Know someone who needs us? Send them our way. They get 10% off, and so do you."

PERFECT FOR

Every business | Service businesses | Online stores | B2B companies | Auto repair

⚠ Do not make this mistake Don't waste the one page every customer reads. EVERY PAGE CAN ASK.

FROM THE BOOK · CHAPTER 9: THE SILENT CALL TO ACTION

IDEA 27

FREE · YOUR CUSTOMERS AS A SALES TEAM

Create a Referral Program.

FREE just your time

A clear reward for both people, paid fast. Simple programs get used.

Asking for referrals works. A simple program makes it a habit, for you and for your customers.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/create-a-referral-program →

HOW TO DO IT

- **Pick a reward for both people.** 10% off, a free service, a gift card. Worth the effort, simple to explain.
- **Make it easy to pass along.** A card with their name on it, or a code they can text to a friend.
- **Pay the reward fast.** The same week. A slow thank-you kills the program.

PERFECT FOR

Every business | Salons & spas | Gyms | Auto repair | Dentists

⚠ Do not make this mistake Don't make it complicated, and don't pay late. SIMPLE. CLEAR. PAID FAST.

FROM THE BOOK · CHAPTER 11: ONE FOR YOU, ONE FOR A FRIEND

IDEA 28

FREE · KNOW WHAT'S WORKING

Ask Every Customer How They Found You.

FREE just your time

One question, every customer, written down every time. Then spend your money where it works.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/ask-every-customer-how-they-found-you →

HOW TO DO IT

- **Ask the same question every time.** "How did you hear about us?" On every call, every form, every first visit.
- **Write it down every time.** In your booking system, on the intake form, or a simple sheet by the phone.
- **Get the name, not just the channel.** "A friend" is good. "Jen Lopez" is better. Now you can thank Jen.

PERFECT FOR

Every business | Anyone spending money on ads | Service businesses | Restaurants | Retail

⚠ Do not make this mistake Don't ask and forget to write it down. ASK. WRITE IT DOWN. EVERY TIME.

FROM THE BOOK · CHAPTER 27: ASK HOW THEY FOUND YOU

IDEA 29

FREE · THE NEIGHBORHOOD IS ASKING

Post on Nextdoor.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/post-on-nextdoor →

Every day, neighbors ask Nextdoor who to hire. Make sure your name comes up.

Nextdoor is built around one question: "Can anyone recommend...?" Neighbors trust the answers.

HOW TO DO IT

- **Claim your free business page.** Add your hours, services, photos and a short description.
- **Ask happy customers to recommend you.** Recommendations from neighbors are what people see first.
- **Answer questions helpfully.** When someone asks for advice in your area, help, even if they don't hire you.

PERFECT FOR

Restaurants | Pet groomers | Salons | Retail | Auto repair

⚠ Do not make this mistake Don't hard-sell your neighbors. HELP YOUR NEIGHBORS.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 30

FREE · PROOF BEATS PROMISES

Post Before-and-After Photos.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/post-before-and-after-photos →

Don't tell people you do great work. Show them.

A before-and-after is the most convincing thing you can post. Anyone can see exactly what you do.

HOW TO DO IT

- **Get the customer's okay.** Always ask first, especially for faces.
- **Shoot the "before".** Before you start. Easy to forget once the work begins.
- **Same spot, same angle, same light.** So the only thing that changed is your work.

PERFECT FOR

Salons & barbers | Auto detailing | Pet groomers | Gyms & trainers | Cleaning services

⚠ Do not make this mistake Don't post a customer's photo without asking. ASK FIRST. THEN SHOW IT OFF.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 31

FREE · EVERYONE IS WATCHING

Reply to Every Review.

FREE just your time

Your replies aren't just for the reviewer. Everyone reading your reviews sees how you treat people.

A thank-you on every good review shows you notice. A calm reply to a bad one shows you can be trusted when something goes wrong.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/reply-to-every-review →

HOW TO DO IT

- **Reply to the good ones by name.** "Thank you, Sarah! Max was a pleasure." Short, real and personal.
- **Wait before you answer a bad one.** Never reply angry. Sleep on it if you need to.
- **Stay calm and take it offline.** Thank them, say you're sorry it happened, and give a name and number to fix it.

PERFECT FOR

Every business | Restaurants | Salons | Auto repair | Dentists

⚠ Do not make this mistake Don't argue with a bad review in public. STAY CALM. MAKE IT RIGHT.

FROM THE BOOK · CHAPTER 18: ASK FOR THE REVIEW

IDEA 32

FREE · REMEMBER THEIR DAY

Send a Birthday or Anniversary Message.

FREE just your time

A personal note on their day. Almost nobody bothers, so the ones who do get remembered.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/send-a-birthday-or-anniversary-message →

HOW TO DO IT

- **Collect the date.** Ask at signup: "When's your birthday? We like to celebrate." Or note the day they became a customer.
- **Put it on a calendar.** Your booking system, a spreadsheet or a phone reminder. Check it every Monday.
- **Make it personal.** Use their name and something you know about them. A short text or card beats a coupon blast.

PERFECT FOR

Every business | Salons & spas | Restaurants | Financial planners | Insurance agents

⚠ Do not make this mistake Don't send a cold, automated coupon and call it a birthday card. MAKE IT ABOUT THEM.

FROM THE BOOK · CHAPTER 23: CELEBRATE THEIR MILESTONES, NOT YOURS

IDEA 33

FREE · READ IN MINUTES

Start a Text Message List.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/start-a-text-message-list →

Texts get read, usually within minutes. Ask permission, text rarely, and always give a reason to act.

Almost everybody reads their texts. Few people read every email.

HOW TO DO IT

- **Get clear permission first.** Ask in writing: a checkbox or sign-up that says they agree to get texts from you. The law requires it.
- **Use a business texting tool.** It keeps track of who said yes and handles "Reply STOP to opt out" for you.
- **Text no more than twice a month.** Every text should be worth reading.

PERFECT FOR

Restaurants | Salons & barbers | Gyms | Retail | Auto repair

⚠ Do not make this mistake Don't text anyone who didn't say yes. PERMISSION FIRST. ALWAYS.

FROM THE BOOK · CHAPTER 26: MAKE THEM FEEL LIKE INSIDERS

IDEA 34

FREE · THEY'LL SHARE IT

Celebrate Your Customer of the Month.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/celebrate-your-customer-of-the-month →

Feature a customer you love. They feel great, and their friends see it.

People love being recognized, and they share it with everyone they know.

HOW TO DO IT

- **Pick someone you love working with.** A regular, a milestone, a great story.
- **Ask first.** Most people say yes. Some don't want the spotlight, and that's fine.
- **Take a photo and write a few lines.** Who they are, how long they've been coming, one thing that makes them great.

PERFECT FOR

Every business | Gyms | Salons | Restaurants | Pet groomers

⚠ Do not make this mistake Don't post anyone without asking. CELEBRATE THEM.

FROM THE BOOK · CHAPTER 26: MAKE THEM FEEL LIKE INSIDERS

IDEA 35

FREE · THE MOST BELIEVABLE AD THERE IS

Ask for a Video Testimonial.

FREE
just your time

A real customer, on camera, in their own words. Nothing you could say is as convincing.

People trust other customers more than they trust you. Seeing and hearing a real person makes it real.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/ask-for-a-video-testimonial →

HOW TO DO IT

- **Ask a happy regular.** Someone who already tells you they love you.
- **Ask three easy questions.** What was the problem? Why did you pick us? How did it turn out?
- **Shoot it on a phone.** Good light, quiet room, 60 seconds total. Let them use their own words.

PERFECT FOR

Every business · Gyms & trainers · Financial planners · Dentists · Salons

⚠ Do not make this mistake Don't script their words. LET THEM TALK.

FROM THE BOOK · CHAPTER 18: ASK FOR THE REVIEW

IDEA 36

FREE · SHOW WHAT WORKING WITH YOU LOOKS LIKE

Write a Customer Success Story.

FREE
just your time

The problem, what you did, the result. One page that shows a prospect exactly what they'll get.

A real story about a real customer answers the big question every prospect has: "Will this work for someone like me?"

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/write-a-customer-success-story →

HOW TO DO IT

- **Pick a great result.** A customer with a clear before and after.
- **Get their okay.** Ask if you can share their story, with their name or without.
- **Write three parts.** The problem. What you did. The result, with a number if you have one.

PERFECT FOR

Financial planners · Insurance agents · Accountants · Medical & dental · B2B companies

⚠ Do not make this mistake Don't share a customer's story or details without their okay. ASK FIRST. THEN TELL IT.

FROM THE BOOK · CHAPTER 18: ASK FOR THE REVIEW

IDEA 37

FREE · ANSWER BEFORE THEY ASK

Add a Simple FAQ Page to Your Website.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/add-a-simple-faq-page-to-your-website →

Ten real questions, short answers. It saves you phone calls and helps people find you on Google.

Most people want a quick answer before they call: your prices, your hours, how long it takes.

HOW TO DO IT

- **Write down the ten questions you get most.** Ask your front desk. They know.
- **Answer each in two or three sentences.** Short and honest. Give a price range if you can.
- **Let AI clean it up.** Paste your rough answers and ask it to make them clear and friendly.

PERFECT FOR

Every business | Medical & dental | Auto repair | Salons | Restaurants

⚠ Do not make this mistake Don't write fifty questions nobody asked. TEN REAL QUESTIONS.

FROM THE BOOK · CHAPTER 14: LET AI DO THE TYPING

IDEA 38

FREE · FIVE SECONDS TO DECIDE

Fix Your Website Headline.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/fix-your-website-headline →

Visitors decide in about five seconds whether to stay. Tell them what you do, for whom, and where.

If people can't tell right away what you do, they leave and call someone else.

HOW TO DO IT

- **Say what you do.** Not "Excellence since 1998." What do you actually do?
- **Say who it's for.** Families, small businesses, dog owners, first-time buyers.
- **Say where.** Your town or area. Locals want local.

PERFECT FOR

Every business with a website | Auto repair | Salons | Restaurants | Professional services

⚠ Do not make this mistake Don't use a clever slogan as your headline. SAY WHAT YOU DO.

FROM THE BOOK · CHAPTER 4: KNOW WHO YOU'RE TALKING TO

IDEA 39

FREE · READY EVERY TIME

Practice a 30-Second Introduction.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/practice-a-30-second-introduction →

Someone asks, "So what do you do?" Have a great answer ready, and make it sound like talking.

That question comes up at parties, at games, in line at the store. Every one is a chance.

HOW TO DO IT

- **Who you help.** "I help families who..." or "We take care of dogs whose owners..."
- **The problem you solve.** What's keeping them up at night, in their words.
- **One quick example.** A real result, in one sentence.

PERFECT FOR

Every business owner | Your whole team | Financial planners | Insurance agents | Realtors

⚠ Do not make this mistake Don't just say your job title. SAY WHO YOU HELP.

FROM THE BOOK · CHAPTER 16: PICK UP THE PHONE

IDEA 40

FREE · THEY KNOW YOUR NEXT CUSTOMER

Ask Your Suppliers for Referrals.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/ask-your-suppliers-for-referrals →

The people you buy from talk to your future customers every day. Ask them to send people your way.

Your parts store, your food distributor, your beauty supply rep: they hear "Do you know anyone who...?" all the time.

HOW TO DO IT

- **Make a list of your suppliers.** The reps and counter staff you see every week.
- **Tell them who you're looking for.** "If anyone ever asks you for a good mechanic in Wichita, I'd love the referral."
- **Leave cards on their counter.** Ask first. Many suppliers keep a stack of local favorites.

PERFECT FOR

Restaurants | Auto repair | Salons | Retail | Home services

⚠ Do not make this mistake Don't only call your suppliers when you want something. BE A CUSTOMER WORTH RECOMMENDING.

FROM THE BOOK · CHAPTER 11: ONE FOR YOU, ONE FOR A FRIEND

IDEA 41

FREE · BE THE FIRST NAME THEY KNOW

Make a Welcome-to-the-Neighborhood Visit.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/make-a-welcome-to-the-neighborhood-visit →

New neighbors and new businesses need everything. Walk over, say hello, and be the first local business they know by name.

HOW TO DO IT

- **Watch for who's new.** A new store opening, a moving truck, a "just sold" sign, a new office in your building.
- **Walk over with a card and an offer.** Short visit. "Welcome! We're right down the street."
- **Make the offer easy to use.** A free coffee, 15% off a first visit, a free first check-up.

PERFECT FOR

Restaurants | Retail | Salons | Gyms | Realtors

⚠ Do not make this mistake Don't turn hello into a sales pitch. BE A GOOD NEIGHBOR.

FROM THE BOOK · CHAPTER 22: WELCOME THEM LIKE YOU MEAN IT

IDEA 42

FREE · THE TOWN SEES WHO SHOWS UP

Volunteer as a Team.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/volunteer-as-a-team →

Pick one cause you care about. Show up every year, together, in your shirts.

People notice which businesses give back, and they want to support them.

HOW TO DO IT

- **Pick one cause and stick with it.** A food bank, a beach cleanup, a school, an animal shelter. One you actually care about.
- **Go as a team.** Put it on the calendar like any other job.
- **Wear your shirts.** Not to show off. So people know who showed up.

PERFECT FOR

Every business | Family businesses | Restaurants | Gyms | Financial planners

⚠ Do not make this mistake Don't show up once for the photo. SHOW UP EVERY YEAR.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA 43

FREE · KIDS TALK. PARENTS LISTEN.

Speak at a School Career Day.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/speak-at-a-school-career-day →

Spend a morning showing kids what you do. They'll go home and tell their parents all about you.

Every kid goes home and talks about career day. Parents hear your name from the most trusted source they have.

HOW TO DO IT

- **Call the school.** Ask the front office or the PTA when career day is and how to sign up.
- **Bring something hands-on.** A tool, a model, an X-ray, a before-and-after. Kids remember what they can touch.
- **Keep it short and fun.** What you do, what a day looks like, and the coolest part of your job.

PERFECT FOR

Auto repair · Medical & dental · Veterinarians · Financial planners · Chefs & restaurants

⚠ Do not make this mistake Don't give a boring speech. MAKE IT HANDS-ON.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA 44

FREE · SHOWN TO MORE OF YOUR FOLLOWERS

Go Live on Social Media.

FREE
just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/go-live-on-social-media →

Ten minutes, live, showing something interesting. Facebook and Instagram push live video to more of your followers.

Live video tends to get shown to more of your followers than a regular post, and people can ask questions in real time.

HOW TO DO IT

- **Pick something worth watching.** A new menu item, a new arrival, a quick tip, a behind-the-scenes look.
- **Announce it ahead of time.** "Going live Thursday at noon to show the new spring line."
- **Keep it to ten minutes.** Say hi to people by name as they join. Answer questions.

PERFECT FOR

Restaurants · Salons · Gyms · Retail · Breweries & bars

⚠ Do not make this mistake Don't quit after the first one. GO LIVE AGAIN NEXT WEEK.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 45

FREE · FOLLOWERS SHARE IT FOR YOU

Run a Simple Social Media Giveaway.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/run-a-simple-social-media-giveaway →

Give away your own product or service, so the people who enter are people who'd actually buy.

HOW TO DO IT

- **Pick your own product as the prize.** Dinner for two, a free month, a full groom. Not a gift card to somewhere else.
- **Keep the rules simple.** Follow us, tag a friend, and you're in. Pick a clear end date.
- **Follow the platform's rules.** Facebook and Instagram have giveaway rules, and some states have contest laws. Read them first.

PERFECT FOR

Restaurants | Retail | Salons | Gyms | Breweries & bars

⚠ Do not make this mistake Don't give away a generic prize like an iPad. GIVE AWAY WHAT YOU SELL.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 46

FREE · YEARS BUILD TRUST

Celebrate Your Business Anniversary.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/celebrate-your-business-anniversary →

"Serving you for 15 years" builds instant trust. Just make the celebration about the customers who got you there.

Years in business tell people you're reliable, still here and doing something right.

HOW TO DO IT

- **Thank your customers first.** "We wouldn't be here without you." Mean it.
- **Share an old photo.** Opening day, the first sign, the original team. People love a then-and-now.
- **Offer something for the occasion.** A treat, a discount, a free add-on for the anniversary week.

PERFECT FOR

Every business | Family businesses | Restaurants | Auto repair | Salons

⚠ Do not make this mistake Don't make the anniversary about you. THANK THEM FIRST.

FROM THE BOOK · CHAPTER 23: CELEBRATE THEIR MILESTONES, NOT YOURS

IDEA 47

FREE · THE LOCAL EXPERT

Write a Column for a Local Newsletter.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/write-a-column-for-a-local-newsletter →

HOA, chamber and church newsletters need content every month. Give them a short, helpful tip.

Local newsletters land in the inboxes and mailboxes of exactly the people you want to reach, and they're read.

HOW TO DO IT

- **Find the newsletters.** Your HOA, chamber, church, school PTA, senior center or neighborhood association.
- **Offer a short monthly tip.** 150 words, useful, seasonal. Free for them to use.
- **Keep it helpful, not salesy.** Your name, business and phone at the bottom. That's the ad.

PERFECT FOR

Financial planners | Insurance agents | Realtors | Medical & dental | Veterinarians

⚠ Do not make this mistake Don't send an ad and call it a column. BE USEFUL EVERY MONTH.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 48

FREE · PERFECT TIMING

Send a Seasonal Check-In Text.

FREE just your time

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/send-a-seasonal-check-in-text →

The right reminder at the right moment turns into a booking. "Heat's coming. Want us to check your AC?"

Seasons create needs: AC before summer, tires before winter, flea meds before spring, teeth cleaned before the new year's benefits reset.

HOW TO DO IT

- **List your seasons.** When do your customers need you most, and what do they forget?
- **Text only people who said yes.** Existing customers who agreed to hear from you.
- **Lead with the reason.** "Heat's coming" or "First freeze next week." Then the offer.

PERFECT FOR

Auto repair | HVAC | Pet groomers & vets | Dentists | Landscaping

⚠ Do not make this mistake Don't send a plain ad and call it a check-in. GIVE THEM A REASON. RIGHT NOW.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 49

FREE · A LIST YOU OWN

Collect Emails at Checkout.

FREE just your time

Every sale is a chance to keep in touch. Ask, say exactly what they'll get, and stick to it.

Followers belong to the social media company. Your email list belongs to you.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/collect-emails-at-checkout →

HOW TO DO IT

- **Ask at the register.** Every sale. Make it part of the routine, not an afterthought.
- **Say exactly what they'll get.** "One email a month with a tip and an offer. That's it."
- **Give a reason to say yes.** A receipt by email, a birthday treat, first dibs on sales.

PERFECT FOR

Retail | Restaurants | Salons | Gyms | Auto repair

⚠ Do not make this mistake Don't promise one email a month and send ten. SAY IT. THEN STICK TO IT.

FROM THE BOOK · CHAPTER 26: MAKE THEM FEEL LIKE INSIDERS

IDEA 50

FREE · TAKE THE MYSTERY OUT

Publish Your Prices (or a Price Range).

FREE just your time

People call the businesses that don't make price a mystery. Show a realistic range and what changes it.

Most people won't call if they have no idea what it costs. They're afraid of the number, or of the sales pitch.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/publish-your-prices →

HOW TO DO IT

- **List your most common services.** The five or ten things people ask about most.
- **Show a realistic range.** "Most brake jobs run $300 to $600." Not the lowest price you've ever charged.
- **Say what changes it.** "Depends on the car, the parts and what we find."

PERFECT FOR

Every business | Auto repair | Salons | Pet groomers | Event businesses

⚠ Do not make this mistake Don't publish a teaser price nobody actually pays. BE HONEST ABOUT PRICE.

FROM THE BOOK · CHAPTER 5: GIVE THEM A REASON

IDEA 51

FREE · THANKED PEOPLE SEND MORE

Thank Your Referral Sources Publicly.

FREE just your time

When people see referrals being thanked, they send more. Just ask before you name anyone.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/thank-your-referral-sources-publicly →

HOW TO DO IT

- **Find out who sent them.** Ask every new customer: "How did you hear about us?"
- **Ask before you name anyone.** Some people don't want to be posted about. Ask both people.
- **Thank them where people see it.** A social post, a shout-out in your newsletter, or a board in your shop.

PERFECT FOR

Every business | Salons | Financial planners | Realtors | Auto repair

⚠ Do not make this mistake Don't name anyone without asking. ASK FIRST. THEN THANK THEM LOUD.

FROM THE BOOK · CHAPTER 11: ONE FOR YOU, ONE FOR A FRIEND

IDEA 52

FREE · EASY TO FIND, EASY TO CALL

Make Your Phone Number Impossible to Miss.

FREE just your time

The easiest sale is the one where they can find your number. Make it big, clear and one tap on a phone.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/make-your-phone-number-impossible-to-miss →

HOW TO DO IT

- **Check your website on a phone.** Is your number at the top of every page? Does one tap call you?
- **Check your car, van and signs.** Can someone read it from across a parking lot?
- **Check your paperwork.** Invoices, quotes, business cards, email signature, packing slips.

PERFECT FOR

Every business | Auto repair | Restaurants | Salons | Medical & dental

⚠ Do not make this mistake Don't make people hunt for your number. BIG. CLEAR. ONE TAP.

FROM THE BOOK · CHAPTER 9: THE SILENT CALL TO ACTION

IDEA 53

PENNIES EACH · STILL WORKS

Business Cards.

2¢
to 10¢ each

Still the fastest way to leave your information behind. Make the back of the card work as hard as the front.

A card goes in a wallet, on a fridge, in a drawer by the phone. When they need you, it's right there.



EXAMPLE: BUSINESS CARDS

HOW TO DO IT

- **Make the front clear.** Your name, what you do, your phone number. Big enough to read without glasses.
- **Make the back useful.** A checklist, a QR code to your reviews, an appointment reminder or an offer.
- **Use thick paper.** Thin, flimsy cards feel cheap. A heavier card costs a few cents more and says a lot more.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/business-cards →

PERFECT FOR

Every business · Salons & barbers · Auto repair · Financial planners · Insurance agents

⚠ Do not make this mistake Don't print cheap, thin cards. MAKE THE BACK WORK.

FROM THE BOOK · CHAPTER 9: THE SILENT CALL TO ACTION

IDEA 54

PENNIES EACH · HAND ONE TO A FRIEND

Referral Cards.

5¢
to 20¢ each

Give happy customers something to hand a friend, with an offer that makes the friend want to call.

Most happy customers would refer you. A card in their hand makes it easy, and the offer gives the friend a reason to call now.

HOW TO DO IT

- **Make the offer for the friend.** "$20 off your first visit." Big and clear, right on the front.
- **Leave a line for a name.** "Courtesy of _____." The customer writes their name. Now you know who to thank.
- **Hand out three with every finished job.** At checkout, in the bag, with the invoice.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/referral-cards →

PERFECT FOR

Every business · Salons & spas · Auto repair · Dentists · Gyms

⚠ Do not make this mistake Don't let them sit in a box. HAND OUT THREE. EVERY JOB.

FROM THE BOOK · CHAPTER 11: ONE FOR YOU, ONE FOR A FRIEND

IDEA 55

PENNIES EACH · ONE VISIT BECOMES TEN

Loyalty Punch Cards.

5¢
to 20¢ each

Turn one visit into ten. Start them halfway there, and make the reward worth finishing.

A punch card gives people a reason to come back to you instead of the place down the street.



SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/loyalty-punch-cards →

HOW TO DO IT

- **Pick a reward worth it.** A free coffee, a free wash, a free trim. Something they actually want.
- **Give the first punch free.** Or two. People who start partway are much more likely to finish.
- **Make it wallet size.** Same size as a credit card, on sturdy stock, so it lasts.

PERFECT FOR

Coffee shops | Restaurants | Car washes | Salons & barbers | Pet groomers

⚠ Do not make this mistake Don't make the reward too small or too far away. MAKE IT WORTH FINISHING.

FROM THE BOOK · CHAPTER 26: MAKE THEM FEEL LIKE INSIDERS

IDEA 56

PENNIES EACH · ONE OFFER, ONE PAGE

Flyers.

5¢
to 25¢ each

A cheap way to put an offer in a lot of hands. Most get tossed, so make the ones that don't count.

A flyer puts your offer on a counter, a bulletin board or a car seat for pennies.



SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/flyers →

HOW TO DO IT

- **One offer, one headline.** "FREE CLASS THIS SATURDAY." Readable from across the room.
- **Add a deadline.** "Good through May 31." No deadline, no hurry.
- **Add a way to track it.** A code, "mention this flyer," or a QR code to a page only the flyer uses.

PERFECT FOR

Restaurants | Retail | Gyms | Grand openings | Community events

⚠ Do not make this mistake Don't cram everything you do onto one flyer. ONE OFFER. ONE DEADLINE.

FROM THE BOOK · CHAPTER 5: GIVE THEM A REASON

IDEA 57

UNDER $1 · IN EVERY CUSTOMER'S HAND

Logo Napkins & Coffee Sleeves.

5¢ to 25¢ each

Every drink you hand over is a chance to put your name in their hand, and in their photos.

A napkin under every drink and a sleeve on every coffee cup cost pennies, and every customer touches one.



EXAMPLE: 3-PLY WHITE BEVERAGE NAPKIN

THE SMART WAY

- **Say something, not just the logo.** A fun line or your social handle gets read. A logo alone gets wiped off.
- **Use them where people wait.** The showroom coffee bar, the waiting room, the open house. That's when they look around.
- **Make it look like you.** Kraft for a rustic shop, full color for a bright brand. It should match the room.

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/logo-napkins-and-coffee-sleeves →

PERFECT FOR

Coffee shops · Restaurants · Bars & breweries · Caterers · Hotels

⚠ Do not make this mistake Don't print only your logo. SAY SOMETHING WORTH READING.

FROM THE BOOK · CHAPTER 9: THE SILENT CALL TO ACTION

IDEA 58

PENNIES EACH · RIGHT ON THEIR DOOR

Door Hangers.

8¢ to 35¢ each

Lands on the exact doors you want, like the houses around a job you just finished or the streets you deliver to.

A door hanger goes right where people can't miss it: on the front door, at eye level.

SCAN OR CLICK

The step-by-step, a script you can copy and an AI prompt

yourmarketinghandbook.com/door-hangers →

HOW TO DO IT

- **Pick the right doors.** The 50 homes around every job, or the neighborhoods you already deliver to.
- **Make it timely.** "We were just on your street" or "Spring cleanup slots open this week."
- **One offer, one deadline.** Neighbor discount, good for two weeks.

PERFECT FOR

Home services · Lawn & pool care · Pest control · Cleaning services · Pizza & delivery

⚠ Do not make this mistake Never put them in mailboxes. Only stamped mail goes in a mailbox. DOORKNOBS ONLY.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 59

PENNIES EACH · EXPLAINS YOU AFTER YOU LEAVE

Rack Cards & Brochures.

10¢ to 50¢ each

Explains what you do after you've left the room. Put it where people wait, and keep it short.

A rack card or brochure keeps selling in places you can't be: lobbies, waiting rooms, partner counters.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/rack-cards-and-brochures →

HOW TO DO IT

- **Put them where people wait.** Hotel lobbies, waiting rooms, partner counters, your own front desk.
- **Lead with what they get.** Not your history. What you do for them, and why it matters.
- **Use photos and short lines.** Lists, not paragraphs. Real photos, not stock.

PERFECT FOR

Hotels & tourism · Medical & dental · Financial planners · Insurance agents · Auto repair

⚠ Do not make this mistake Don't write a wordy brochure. SHORT. CLEAR. ONE NEXT STEP.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 60

UNDER $1 · GIVE THEM AWAY

Promotional Pencils.

20¢ to 50¢ each

They cost almost nothing and live in a drawer for years. The secret is repetition, not wow.

Pencils go everywhere: schools, golf courses, contractors' pockets, the cup by the register.



EXAMPLE: WORKHORSE VALUE #2 PENCIL

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/pencils →

THE SMART WAY

- **Buy enough to be generous.** The advantage is repetition. Order enough that you never think twice about handing one out.
- **Put your number on it.** A line they'll use, not just your name.
- **Match the pencil to the place.** Golf pencils at the course, carpenter pencils at the lumber yard, #2s at school.

PERFECT FOR

Schools & PTAs · Golf courses · Tutoring centers · Libraries · Realtors

⚠ Do not make this mistake You bought 500 pencils to advertise your business. GIVE AWAY THE DAMN PENCILS.

FROM THE BOOK · CHAPTER 12: GIVE AWAY THE DAMN PENCILS

IDEA 61

UNDER $1 · WORN FOR WEEKS

Wristbands.

20¢ to $1 each

Cheap, wearable and worn for weeks. Put a message on it that people are proud to show.

THE SMART WAY

- **Give it a cause or a team.** People wear what they believe in. “Team Maya” gets worn. A logo alone doesn’t.
- **Pick the band for the job.** Tyvek for one-day entry, silicone for the cause, fabric for the keepsake.
- **Hand them out at the moment.** At check-in, at the finish line, at the end of the game.

PERFECT FOR

Schools & teams · Nonprofits & fundraisers · Gyms · Fun runs & walks · Breweries & bars



EXAMPLE: DEBOSSED COLOR FILL SILICONE ...

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/wristbands →

⚠ Do not make this mistake Don’t print a message nobody wants to wear. GIVE THEM SOMETHING TO BE PROUD OF.

FROM THE BOOK · CHAPTER 5: GIVE THEM A REASON

IDEA 62

UNDER $1 · KIDS LOVE THEM

Temporary Tattoos.

20¢ to $1 each

Kids love them, and parents see your name on their kid all weekend.

A temporary tattoo turns a kid into a walking, smiling ad for a few days, and every parent, grandparent and friend sees it.

THE SMART WAY

- **Use the free back.** Many tattoos include a message on the back of the backing. Put your offer or phone number there.
- **Hand them out at the moment.** After the checkup, with the kids’ menu, at the end of practice.
- **Make it fun, not just a logo.** A mascot, a team logo or something that glows. Kids pick the fun one.

PERFECT FOR

Pediatric dentists & doctors · Family restaurants · Schools & teams · Youth sports · Fairs & festivals



EXAMPLE: 2" X 2" CUSTOM CLASSIC TEMPO...

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/temporary-tattoos →

⚠ Do not make this mistake Don’t make it a boring logo. MAKE IT FUN.

FROM THE BOOK · CHAPTER 9: THE SILENT CALL TO ACTION

IDEA 63

UNDER $1 · THEY ACTUALLY GET USED UP

Carpenter Pencils.

25¢ to 75¢ each

People who build things use them up, and come back for more. Make sure your name is the one they reach for.

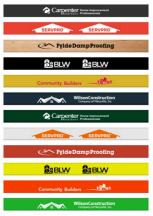
A carpenter pencil rides behind an ear or in a nail pouch all day. It gets used, lost and replaced, constantly.

THE SMART WAY

- **Hand out a fistful, not one.** One pencil gets lost by lunch. A handful lasts the month.
- **Put your number on it.** The flat side has room for it. Use it.
- **Leave a bucket on the counter.** At the register, the will-call desk, the job trailer.

PERFECT FOR

Lumber & hardware stores · Building suppliers · Home inspectors · Flooring & cabinet shops · Equipment rental



EXAMPLE: PROMOTIONAL CARPENTER PENCIL

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/carpenter-pencils →

⚠ Do not make this mistake Don't hand a carpenter pencil to someone who doesn't build things. KNOW WHO YOU'RE TALKING TO.

FROM THE BOOK · CHAPTER 12: GIVE AWAY THE DAMN PENCILS

IDEA 64

UNDER $1 · FREE ADS ON LAPTOPS AND CARS

Stickers.

25¢ to $1 each

Good stickers end up on laptops, water bottles and car windows. Free ads, for years.

People stick things they like on the things they carry everywhere.

THE SMART WAY

- **Design a sticker, not an ad.** Something people want on their stuff: a fun line, a mascot, your town. Not just the logo and phone number.
- **Toss one in every order.** In the bag, the box, the to-go order. Every time.
- **Make it tough.** Vinyl that survives the dishwasher and the car window gets kept.

PERFECT FOR

Electricians (on the panel) · Plumbers (on the water heater) · HVAC (on the furnace) · Breweries & bars · Coffee shops



EXAMPLE: 2" CUSTOM LOGO STICKER

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/stickers →

⚠ Do not make this mistake Don't print a sticker nobody wants to stick anywhere. MAKE ONE PEOPLE WANT.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA 65

UNDER $1 · WALKS YOUR NAME THROUGH TOWN

Branded Takeout Bags.

25¢ to $1 each

Every order walks your name through the parking lot, into the office and onto the kitchen counter.

A plain bag is a missed chance. A branded bag is an ad that every customer carries for you.



EXAMPLE: KRAFT PAPER BAG

THE SMART WAY

- **Keep the design bold and simple.** Your name, big. A clean look people are happy to reuse.
- **Put a reason to come back on it.** Your website or an offer for next time.
- **Pick the right bag for the order.** Small sacks for treats, sturdy bags for full orders.

PERFECT FOR

Restaurants · Bakeries · Coffee shops · Retail & boutiques · Pharmacies

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/branded-takeout-bags →

⚠ Do not make this mistake Don't print a bag nobody wants to reuse. BOLD. SIMPLE. REUSED.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 66

UNDER $1 · THINGS PEOPLE KEEP

Promotional Pens.

30¢ to $1.50 each

The pen they grab to sign the contract. Useful, cheap, and passed from hand to hand.

Everybody needs a pen. Almost nobody buys one.



EXAMPLE: JAVALINA® EXECUTIVE PEN

THE SMART WAY

- **Buy the one that writes well.** A pen that skips while your customer signs says "we cut corners."
- **Put a line on it.** Your logo isn't a reason to call. A line is.
- **Pick the moment.** Hand it over after they sign.

PERFECT FOR

Banks & credit unions · Insurance agents · Financial planners · Realtors · Dental & medical offices

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/promotional-pens →

⚠ Do not make this mistake Don't pick the cheapest pen just because it's the cheapest. BUY THE ONE YOU'D BE PROUD TO HAND OVER.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 67

UNDER $4 · THE NAME EVERYBODY KNOWS

Sharpies.

$1.50
to $4 each

The marker everybody reaches for, with your logo on it. A name brand people keep and use every day.

People don't throw away a Sharpie®.

THE SMART WAY

- **Give the name brand.** People keep a Sharpie® long after a no-name pen is gone.
- **Match it to the job.** Markers for movers and warehouses, gel pens for offices and closings.
- **Put it where it gets used.** In the moving kit, the closing folder, the new-hire bag.

PERFECT FOR

Movers & storage · Contractors & trades · Schools & teachers · Realtors · Warehouses & shipping



EXAMPLE: SHARPIE® S-GEL PEN

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/sharpies →

⚠ Do not make this mistake Don't hand out a marker nobody needs. GIVE IT TO PEOPLE WHO USE IT.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 68

UNDER $1 · CREWS COLLECT THEM

Hard Hat Stickers.

30¢
to $1.50 each

Crews collect them and show them off. Make yours one they want on their hat.

THE SMART WAY

- **Make it tough-looking or funny.** A logo alone gets ignored. A badge, a slogan or a joke gets stuck on.
- **Make it last outdoors.** Pick outdoor-rated vinyl. Faded stickers say the wrong thing.
- **Hand them out at the counter.** With every order, at safety meetings and on the job site.

PERFECT FOR

Building suppliers · Equipment rental · Safety companies · Unions & trade groups · Construction companies



EXAMPLE: FULL-COLOR HARD HAT STICKER

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/hard-hat-stickers →

⚠ Do not make this mistake Don't print a plain logo sticker. MAKE IT WORTH THE HARD HAT.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA 69

UNDER $1 MAILED · EVERY HOME ON A ROUTE

Every Door Direct Mail Postcards.

35¢
to 75¢ each, mailed

Reach every home on a mail route without buying a list. The secret is mailing the same route more than once.

Every Door Direct Mail (EDDM) is a U.S. Postal Service program that delivers your postcard to every address on the routes you pick. No mailing list needed.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/every-door-direct-mail-postcards →

HOW TO DO IT

- **Pick your routes.** Use the Postal Service's EDDM map tool to choose routes near you by ZIP code.
- **Design one big offer.** A big headline, one offer, a deadline and your phone number. It has to work in three seconds.
- **Mail the same route three times.** Three weeks apart. One postcard rarely does it. Repetition is the point.

PERFECT FOR

Restaurants & pizza | Home services | Gyms | Salons | Dentists

⚠ Do not make this mistake Don't mail once and give up. SAME ROUTE. THREE TIMES.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 70

ABOUT $1 · ON THE TABLE ALL DINNER

Printed Pizza Boxes & Takeout Packaging.

40¢
to $1.50 each

The box sits on the kitchen table during dinner. Put your number and a reason to order again inside the lid.

Your box is the one thing every customer looks at for the entire meal.



EXAMPLE: PRINTED CORRUGATED PIZZA BOX

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/printed-pizza-boxes-and-takeout-packaging →

THE SMART WAY

- **Put the reorder inside the lid.** Phone number, website and an offer they see the second they open it.
- **Make it photo-worthy.** People post good-looking boxes. A plain box never gets a photo.
- **Check the minimums.** Printed boxes often start at 500 or more. Plan for it.

PERFECT FOR

Pizza shops | Restaurants | Bakeries & donut shops | Food trucks | Caterers

⚠ Do not make this mistake Don't waste the inside of the lid. PUT THE REORDER IN THE LID.

FROM THE BOOK · CHAPTER 9: THE SILENT CALL TO ACTION

IDEA 71

UNDER $1 · HAPPY KIDS, GRATEFUL PARENTS

Crayons.

Keep the kids happy, and the parents will remember who did it.

A quiet kid at the table or in the waiting room is worth a lot to a parent.

THE SMART WAY

- **Pair them with a coloring sheet.** A page with your logo or mascot. The finished drawing goes on the fridge.
- **Hand them out at the waiting moment.** With the kids' menu, at check-in, in the service lounge.
- **Put a line on the coloring sheet.** Something for the parents to read.

PERFECT FOR

Family restaurants · Pediatric dentists & doctors · Schools & libraries · Banks & credit unions · Car dealers & service centers

40¢
to $1.50 per pack



EXAMPLE: 4 PACK CRAYONS

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/crayons →

⚠ Do not make this mistake Don't hand out crayons with nothing to color. GIVE THEM SOMETHING TO COLOR.

FROM THE BOOK · CHAPTER 7: PEOPLE KEEP WHAT YOU HAND THEM

IDEA 72

ABOUT A DOLLAR · REMEMBERED FOR YEARS

Handwrite a Thank-You Note.

A handwritten note gets remembered for years. Almost nobody sends them anymore, so the ones who do stand out.

Everybody opens a handwritten envelope. Most people keep the card.

HOW TO DO IT

- **Five a week.** Put it on the calendar. Monday morning, five notes.
- **Mention something specific.** Their dog's name, the trip they're taking, the job you finished together.
- **Keep it short.** Three or four sentences. Sign it in a different color ink so it's clearly real.

PERFECT FOR

Every business · Financial planners · Insurance agents · Realtors · Salons

50¢
to $1.25 each, with a stamp

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/handwrite-a-thank-you-note →

⚠ Do not make this mistake Don't send a printed card with only a signature. FIVE A WEEK. MAKE IT PERSONAL.

FROM THE BOOK · CHAPTER 15: PUT IT IN AN ENVELOPE

IDEA 73

UNDER $2 MAILED · NO ENVELOPE TO OPEN

Postcards.

50¢
to $1.50 each, mailed

No envelope to open, so the message is seen instantly. Send them on a schedule, with a clear offer.

A postcard gets read on the walk from the mailbox. There's nothing to open and nothing to ignore.

HOW TO DO IT

- **Mail your own customers first.** Past customers already trust you. A reminder or a thank-you offer works best.
- **One clear offer.** A big headline, one offer and a deadline. Readable in three seconds.
- **Track it.** A special code, phone number or web address only the postcard uses.

PERFECT FOR

Every business · Dentists · Auto repair · Salons · Veterinarians



EXAMPLE: POSTCARDS

SCAN OR CLICK

The step-by-step, a script you can copy and an AI prompt

yourmarketinghandbook.com/postcards →

⚠ Do not make this mistake Beautiful card. Great offer. No phone number. PHONE NUMBER. EVERY CARD.

FROM THE BOOK · CHAPTER 15: PUT IT IN AN ENVELOPE

IDEA 74

UNDER $3 · USED ON EVERY HOLE

Golf Tee Packs.

50¢
to $1.50 per pack

Every golfer uses them on every hole. Put your name in their bag for the whole season.

THE SMART WAY

- **Put them in the tournament gift bag.** Next to the balls and towels. That's where golfers expect them.
- **Add a ball marker or divot tool.** A combo pack gets kept in the bag longer than tees alone.
- **Sponsor a hole, then hand them out there.** Stand at your hole with tees and a smile. That's a real conversation.

PERFECT FOR

Golf tournaments · Financial planners · Insurance agents · Banks & credit unions · Realtors



EXAMPLE: PAR PAK

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/golf-tee-packs →

⚠ Do not make this mistake Don't hand golf tees to people who don't golf. KNOW WHO YOU'RE TALKING TO.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 75

UNDER $1 · AN INSTANT SMILE

Logo Candy & Lollipops.

50¢ to $1.50 each

An instant smile and instant goodwill. Pair it with a card so your name stays after the candy is gone.

Nobody walks past a bowl of lollipops. Kids grab one, adults grab two.

THE SMART WAY

- **Pair it with a card.** A lollipop on a header card, or a bowl next to your business cards.
- **Put a bowl on the counter.** The front counter, the trade show table, the closing table.
- **Use it to start a conversation.** Offering candy is the easiest hello there is.

PERFECT FOR

Banks & credit unions · Realtors · Dentists (yes, really) · Financial planners · Retail counters



EXAMPLE: CUSTOM DUM DUM LOLLIPOP

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/logo-candy-and-lollipops →

⚠ Do not make this mistake Don't hand out candy with nothing to remember you by. PAIR IT WITH A CARD.

FROM THE BOOK · CHAPTER 9: THE SILENT CALL TO ACTION

IDEA 76

UNDER $2 · KEPT FOR YEARS

Bandage Dispensers.

75¢ to $1.50 each

It lives in a purse, a glovebox or a desk drawer for years, and it comes out on the worst day of someone's week.

Everybody needs a bandage eventually, usually when there isn't one around. Yours is.

THE SMART WAY

- **Hand them out where scrapes happen.** Schools, sports, playgrounds and health fairs.
- **Put your number on it.** When they need help, they're already holding your name.
- **Give one with every first visit.** A welcome gift people actually keep.

PERFECT FOR

Pediatricians & urgent care · Schools & nurses' offices · Insurance agents · Youth sports · Gyms



EXAMPLE: PRIMARY CARE BANDAGE DISPEN...

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/bandage-dispensers →

⚠ Do not make this mistake Don't hand out an empty dispenser. MAKE IT USEFUL ON DAY ONE.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 77

UNDER $2 · A CAPTIVE AUDIENCE

Table Tents.

50¢ to $2 each

People sit and wait right in front of it. Promote one thing, and make it easy to say yes.

At a table, people have a few minutes and nothing to look at but their phone and your table tent.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/table-tents →

HOW TO DO IT

- **Promote one thing.** Tonight's special, your catering, your text list, your happy hour.
- **Make it easy to act.** A QR code to join the text list, or "Ask your server."
- **Change it often.** Seasonal specials and new events keep people reading.

PERFECT FOR

Restaurants | Breweries & bars | Coffee shops | Hotels | Event venues

⚠ Do not make this mistake Don't cram your whole menu onto a table tent. ONE THING. ONE ASK.

FROM THE BOOK · CHAPTER 5: GIVE THEM A REASON

IDEA 78

UNDER $1 · GENUINELY USEFUL

Earplugs.

50¢ to $2 per pair

At a loud place, nothing is more welcome. Hand them out where people need them.

At a concert, a race or a job site, a free pair of earplugs is a genuine favor.



EXAMPLE: EARPLUGS WITH CASE

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/earplugs →

THE SMART WAY

- **Hand them out where it's loud.** Hearing clinics, concert venues and job sites. The moment they need them.
- **Put your number on the case.** The case is what stays. Make it count.
- **Give them a job.** Rated earplugs for real noise, comfy loops for sleep and travel.

PERFECT FOR

Hearing clinics & audiologists | Concert venues & bars | Racetracks & air shows | Job sites & equipment rental | Shooting ranges

⚠ Do not make this mistake Don't hand out earplugs where it's quiet. HAND THEM OUT WHERE IT'S LOUD.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 79

UNDER $3 · USED TWICE A DAY

50¢ to $2 each

Toothbrushes & Floss.

Patients use them twice a day. Every time, your name and number are right there.

A toothbrush from your office gets used every morning and every night for months.



EXAMPLE: FLOSS PICKS IN A CASE

THE SMART WAY

- **Hand them out at every cleaning.** Every patient, every visit. It's expected, and it's appreciated.
- **Put your number on the handle.** When they need you, they're holding it.
- **Make it fun for kids.** Animal handles and tooth-shaped floss make kids want to brush.

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/toothbrushes-and-floss →

PERFECT FOR

Dentists · Orthodontists · Pediatric dentists · Oral surgeons · Dental hygiene schools

⚠ Do not make this mistake Don't give a cheap brush that falls apart. GIVE ONE THAT WORKS.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 80

UNDER $5 · KEPT FOR YEARS

50¢ to $2 each

Rulers.

Kept in desks and backpacks for years. Low wow, long life.

A ruler goes into the pencil case in September and stays until June, and then into the junk drawer for years.



EXAMPLE: 12" LEADING EDGE™ RULER

THE SMART WAY

- **Put them in back-to-school bags.** August is the moment. Everybody needs one.
- **Put something useful on it.** A times table, a phone number, a homework hotline.
- **Match the ruler to the person.** A 6-inch for little kids, a 12-inch for middle school, an engineer's scale for students and drafters.

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/rulers →

PERFECT FOR

Schools & PTAs · Tutoring centers · Libraries · Orthodontists & pediatricians · Realtors

⚠ Do not make this mistake Don't buy the flimsiest ruler you can find. PICK ONE THAT LASTS.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 81

UNDER $3 · THE TIN GETS REUSED

Logo Mints.

50¢ to $2 per tin

Everyone takes one, and the tins get reused for years for paper clips, earrings and spare change.

Mints are welcome everywhere: after lunch, before a meeting, at the closing table.



EXAMPLE: MINI HINGED MINT TIN

THE SMART WAY

- **Bowl at the counter, tins for clients.** Loose mints for walk-ins, a branded tin for the people you want to keep.
- **Pick a tin worth keeping.** Hinged and sliding tins get reused. Cheap wrappers get tossed.
- **Leave one behind.** After the meeting, the closing or the delivery.

PERFECT FOR

Financial planners · Realtors · Dentists · Restaurants · Hotels

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/logo-mints →

⚠ Do not make this mistake Don’t let the bowl run empty. KEEP THE BOWL FULL.

FROM THE BOOK · CHAPTER 12: GIVE AWAY THE DAMN PENCILS

IDEA 82

UNDER $5 · THINGS PEOPLE KEEP

Key Tags & Keychains.

50¢ to $4 each

It rides along with the house key, the car key and the mailbox key. Everywhere they go, so does your name.

Keys go everywhere: work, the store, the gym, the kids’ game.



EXAMPLE: RECTANGLE SHAPE FLEXIBLE KEY...

THE SMART WAY

- **Give it a job.** A flashlight, a tape measure or a tag that says who to call. Useful gets kept.
- **Put a line on it.** Put the number they’ll need on the tag, not just the logo.
- **Hand it over with the keys.** A new car, a new home, a new apartment. That’s the moment.

PERFECT FOR

Car dealers · Auto repair · Realtors · Property managers · Apartment communities

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/key-tags-and-keychains →

⚠ Do not make this mistake Don’t make it too big. Nobody carries a brick on their keys. IF IT’S ANNOYING, IT’S GONE.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA **83**

UNDER $3 · THEY GO HOME WITH PEOPLE

Stadium Cups.

60¢ to $2 each

Serve drinks in them at the event, and everyone leaves holding your logo.

A stadium cup is cheap, reusable and fits in a car cup holder, so it gets used for months.

THE SMART WAY

- **Serve drinks in them.** At the game, the fundraiser, the open house. Everyone leaves holding one.
- **Make it worth taking home.** A color-changing cup or a fun design gets kept. A plain logo gets left behind.
- **Offer refills for cup holders.** Bring the cup back, get a discount. Now they come back.

PERFECT FOR

Breweries & bars · Schools & booster clubs · Youth sports · Restaurants · Nonprofits & fundraisers



EXAMPLE: 16 OZ. STADIUM CUP

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/stadium-cups →

⚠ Do not make this mistake Don’t hand them out empty. FILL THEM UP.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA **84**

UNDER $2 · FUN, CHEAP AND ACTUALLY USED

Can Coolers.

75¢ to $2 each

Fun, cheap and actually used. Hand them out anywhere near a cooler.

A can cooler goes to the tailgate, the lake, the backyard and the kids’ game, and it comes back every summer.

THE SMART WAY

- **Hand them out near a cooler.** Summer events, tailgates, the company picnic.
- **Make it fun.** A joke, a local saying or a good design gets kept. A plain logo gets lost.
- **Pick the right size.** Slim cans and seltzers are half the cooler now. Get both sizes.

PERFECT FOR

Breweries & bars · Golf tournaments · Realtors (summer events) · Sports teams & boosters · Nonprofits & fundraisers



EXAMPLE: KOOZIE® COLLAPSIBLE CAN COO...

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/can-coolers →

⚠ Do not make this mistake Don’t hand them to a buttoned-up crowd. KNOW THE CROWD.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 85

UNDER $3 · FUN AND VERY VISIBLE

Flying Discs.

75¢ to $2 each

Inexpensive, fun and very visible. Every throw puts your name in the air.

A flying disc gets thrown at the park, the beach and the backyard, by kids, dogs and grown-ups.



EXAMPLE: 9" FREQUENT FLYER DISC

THE SMART WAY

- **Perfect for a summer camp.** Ridiculous at an accounting convention. Pick the right event.
- **Give them to dogs, too.** Pet businesses: the dog plays with it every day.
- **Hand them out in summer.** Beach season, field day, the Fourth of July.

PERFECT FOR

Schools & camps · Pet stores & vets · Breweries · Parks & rec · Pool service

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/flying-discs →

⚠ Do not make this mistake Don't hand flying discs to the wrong crowd. PICK THE RIGHT EVENT.

FROM THE BOOK · CHAPTER 4: KNOW WHO YOU'RE TALKING TO

IDEA 86

PENNIES EACH · ON THE FRIDGE

Magnets.

75¢ to $2 each

On the fridge right when the pipe bursts. Make it useful, and it stays up for years.

The fridge is the family bulletin board. Whatever is on it gets seen every day.



EXAMPLE: BUSINESS CARD MAGNET

THE SMART WAY

- **Make it useful.** An emergency number, a delivery menu, a maintenance schedule or a calendar.
- **Leave one after every job.** And with every delivery, every visit, every closing.
- **Pick a shape people notice.** A house, a tooth, a slice of pizza. Fridges are crowded.

PERFECT FOR

Plumbers & HVAC · Pizza & delivery · Auto repair · Dentists & doctors · Pest control

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/magnets →

⚠ Do not make this mistake Don't print a magnet with just your logo. MAKE IT USEFUL.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA **87**

UNDER $3 · GREAT FOR CAUSES

Buttons & Pins.

75¢ to $2 each

Cheap, wearable and great for causes. Give people a message they want to show.

A button is a tiny billboard people wear on purpose, on a jacket, a backpack or a lanyard.

THE SMART WAY

- **Give them something to say.** A cause, a team or an inside joke. Not just your logo.
- **Use them for your staff.** A button that starts a conversation with every customer.
- **Make enamel pins collectible.** A new one each season gets people coming back for the set.

PERFECT FOR

Nonprofits & causes · Schools & teams · Retail & boutiques · Breweries · Campaigns



EXAMPLE: CLASSIC ROUND BUTTON

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/buttons-and-pins →

⚠ Do not make this mistake Don't print a button nobody wants to wear. GIVE THEM SOMETHING TO SAY.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA **88**

UNDER $2 · LIVES IN THE KITCHEN DRAWER

Jar Openers.

75¢ to $2 each

It lives in the kitchen drawer and gets used for years, by exactly the people who need it most.

Everybody fights a tight lid sooner or later. A jar opener wins, and your name is on it.

THE SMART WAY

- **Put one in the closing packet.** A house-shaped opener for every new kitchen.
- **Give them to seniors.** Pharmacies, home care and Medicare agents: they'll use it every day.
- **Put your number on it.** Big and clear. The imprint area is huge.

PERFECT FOR

Realtors · Pharmacies · Senior living & home care · Medicare & insurance agents · Banks & credit unions



EXAMPLE: RUBBER JAR OPENER

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/jar-openers →

⚠ Do not make this mistake Don't print your number too small. MAKE IT EASY TO READ.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 89

UNDER $3 · EVERYONE WANTS ONE ON A HOT DAY

Hand Fans.

75¢ to $2.50 each

On a hot day, everyone wants one. And everyone sitting nearby sees your name waving back and forth.

At an outdoor graduation or a summer festival, a hand fan is the most welcome thing you can hand out.



EXAMPLE: FOLDING PAPER FAN

THE SMART WAY

- **Hand them out at the gate.** Outdoor ceremonies, summer festivals and graduations.
- **Print both sides.** Your logo on one side, a program, schedule or offer on the other.
- **Pick the season.** Hand fans in December go in a drawer.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/hand-fans →

PERFECT FOR

Graduations | Churches | Summer festivals | Nonprofits | Outdoor weddings

⚠ Do not make this mistake Don't order hand fans for a winter event. PICK THE SEASON.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 90

UNDER $3 · GROWS INTO A MEMORY

Seed Packets.

$1 to $3 each

It grows into a memory, and it fits any message about growing: a new home, a new business, a new start.

A seed packet gets planted, watered and watched for weeks. Every time a flower blooms, they remember who gave it to them.



EXAMPLE: WILDFLOWER SEED PACKETS

THE SMART WAY

- **Send them in spring.** Spring mailers, Mother's Day and planting season.
- **Tie it to a message.** "New roots" from a realtor. "Watch it grow" from a financial planner.
- **Tuck one in every envelope.** It's flat, so it travels in any mailer or card.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/seed-packets →

PERFECT FOR

Realtors | Landscapers & garden centers | Florists | Schools | Financial planners

⚠ Do not make this mistake Don't mail seed packets in November. SEND THEM IN SPRING.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA **91**

UNDER $3 · IN A POCKET ALL DAY

Lip Balm.

$1 to $3 each

Small, useful and carried in a pocket or purse, and pulled out several times a day.

Lip balm goes everywhere: the car, the gym bag, the ski jacket, the golf bag.



EXAMPLE: SPF 15 LIP BALM

THE SMART WAY

- **Use it outdoors and in winter.** Ski trips, golf outings, outdoor events and cold-weather games.
- **Pick SPF for outdoor crowds.** A lip balm with sunscreen is genuinely useful outside.
- **Make it look nice.** A round tin or a fun shape gets kept. A plain tube gets lost.

PERFECT FOR

Salons & spas · Dermatologists · Dentists · Gyms · Ski & outdoor shops

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/lip-balm →

⚠ Do not make this mistake Don't pick the cheapest balm you can find. PICK A GOOD ONE.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA **92**

UNDER $3 · USED EVERY DAY

Pill Boxes.

$1 to $3 each

Used every day, often for years, by exactly the people who need you most.



EXAMPLE: 7-DAY PILL BOX

THE SMART WAY

- **Hand one over with the first prescription.** Or the first meeting, or the first visit.
- **Put your number on it.** Refills, questions, appointments. They're holding it every day.
- **Pick the right one for the person.** AM/PM boxes for twice-a-day meds, a small case for the purse.

PERFECT FOR

Pharmacies · Doctors & clinics · Senior living & home care · Medicare & insurance agents · Hospitals

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/pill-boxes →

⚠ Do not make this mistake Don't give a pill box that's hard to open. EASY TO OPEN. EASY TO READ.

FROM THE BOOK · CHAPTER 22: WELCOME THEM LIKE YOU MEAN IT

IDEA 93

UNDER $3 · USED EVERY DAY

Microfiber Cleaning Cloths.

$1
to $3 each

Cleans glasses, phones and screens every day, and your name is printed right on the cloth.

Everyone has smudged glasses or a greasy phone screen. A good cloth gets used several times a day.



EXAMPLE: PREMIUM MICROFIBER CLOTH

THE SMART WAY

- **Give it with every pair of glasses.** Eye doctors and optical shops: it's the natural gift.
- **Print it edge to edge.** A full-color cloth looks like a gift, not a giveaway.
- **Pick one that stays with them.** A keychain pouch means it's always there.

PERFECT FOR

Eye doctors & optical shops · Phone repair shops · Car dealers · Banks & financial planners · Tech companies

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/microfiber-cleaning-cloths →

⚠ Do not make this mistake Don't give a thin cloth that smears. PICK ONE THAT WORKS.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 94

UNDER $5 · SAVES THE DAY

Eyeglass Repair & Lens Cleaning Kits.

$1.50
to $4 each

When a tiny screw falls out of their glasses, this is the hero. And they remember who gave it to them.



EXAMPLE: EYEGLASSES REPAIR KIT

THE SMART WAY

- **Give one with every new pair.** Eye doctors and optical shops: a repair kit in every case.
- **Put your number on it.** They're holding it on the worst day of their week.
- **Pair repair with cleaning.** A kit that fixes and cleans gets used twice as often.

PERFECT FOR

Eye doctors & optical shops · Pharmacies · Senior living & home care · Medicare & insurance agents · Financial planners

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/eyeglass-repair-and-lens-cleaning-kits →

⚠ Do not make this mistake Don't give a kit with screwdrivers that don't fit. PICK ONE THAT WORKS.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA **95**

UNDER $3 · A REAL CARD STANDS OUT

Holiday Cards.

$1
to $3 each, plus postage

When inboxes are flooded with holiday emails, a real card in the mail stands out. Make it personal.

A card on the mantel gets seen by the whole family for weeks.

HOW TO DO IT

- **Send at Thanksgiving.** Beat the December rush. A thank-you in November gets noticed.
- **Handwrite one line in each.** Use their name and one real detail. That's the whole difference.
- **Make it about them.** Thank them for the year. No sales pitch, no coupon.

PERFECT FOR

Every business · Financial planners · Insurance agents · Realtors · Auto repair

SCAN OR CLICK

The step-by-step, a script you can copy and an AI prompt

yourmarketinghandbook.com/holiday-cards →

⚠ Do not make this mistake Don't send a card with only a printed signature. ONE LINE. BY HAND.

FROM THE BOOK · CHAPTER 15: PUT IT IN AN ENVELOPE

IDEA **96**

UNDER $2 · USED EVERY DAY IN THE KITCHEN

Chip Clips.

$1
to $3 each

Used every day in the kitchen. Pick a magnetic one, and it lives on the fridge.

Every open bag of chips, coffee or cereal needs a clip. Yours gets used every single day.



EXAMPLE: 6" CHIP CLIP

THE SMART WAY

- **Pick a magnetic clip.** It lives on the fridge, not in a drawer.
- **Put your number on it.** Delivery, service calls, a reorder line.
- **Match the shape to you.** A house for realtors, a tooth for dentists.

PERFECT FOR

Realtors · Restaurants & pizza · Grocery & markets · Banks & credit unions · Home services

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/chip-clips →

⚠ Do not make this mistake Don't pick a flimsy clip. PICK ONE THAT HOLDS.

FROM THE BOOK · CHAPTER 7: PEOPLE KEEP WHAT YOU HAND THEM

IDEA 97

UNDER $3 · THE BEST GIFT ON A FREEZING DAY

Hand Warmers.

$1 to $3 each

On a freezing day, nothing is more welcome. Hand them out at the cold game and you're everyone's favorite.

At a cold football game, a winter festival or an early job site, a hand warmer is a genuine favor.

THE SMART WAY

- **Hand them out at cold games.** Football, soccer, winter festivals and parades.
- **Order before the cold hits.** November, not February.
- **Pick reusable for clients.** Single-use for the crowd, reusable for the people you want to keep.

PERFECT FOR

Schools & booster clubs · Youth & high school sports · Golf (winter rounds) · Construction suppliers · Ski & outdoor shops



EXAMPLE: HAND WARMER PACK

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/hand-warmers →

⚠ Do not make this mistake Don't order hand warmers in March. BEAT THE COLD.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 98

UNDER $3 · A LIFESAVER WHEN THE WEATHER TURNS

Rain Ponchos.

$1 to $3 each

When the rain starts at an outdoor event, the person handing out ponchos is a hero.

Nobody plans for rain at the game, the festival or the graduation. You can.

THE SMART WAY

- **Keep a box at every outdoor event.** Hand them out when the clouds roll in.
- **Pick a keychain or case for clients.** A poncho on a keychain stays with them for the next storm.
- **Print big.** A crowd in your ponchos is a photo everyone takes.

PERFECT FOR

Schools & graduations · Nonprofits & 5Ks · Festivals & fairs · Theme parks & tours · Golf tournaments



EXAMPLE: DISPOSABLE RAIN PONCHO

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/rain-ponchos →

⚠ Do not make this mistake Don't leave the box in the car. BE READY WHEN IT RAINS.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 99

UNDER $10 · SEEN DOZENS OF TIMES A DAY

Phone Grips.

$1 to $3 each

Stuck to a phone and seen dozens of times a day. Make it fun, and people actually stick it on.

People pick up their phones about a hundred times a day. A grip on the back puts your name in their hand every time.



EXAMPLE: FOLDABLE PHONE GRIP

THE SMART WAY

- **Use a fun design, not just a logo.** Some people won't stick anything on their phone. A great design changes their mind.
- **Pick a name people know.** A real PopSockets® grip gets used. A no-name one may not.
- **Pick a shape that's yours.** A house, a tooth, your mascot.

PERFECT FOR

Retail & boutiques | Schools & colleges | Gyms | Salons | Tech companies

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/phone-grips →

⚠ Do not make this mistake Don't print a plain logo on a phone grip. MAKE IT SOMETHING THEY LIKE.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 100

UNDER $4 · LIVES IN THE KITCHEN DRAWER

Bottle Openers.

$1 to $4 each

It lives in the kitchen drawer or on the key ring for years, and it comes out at every party.

Everybody needs a bottle opener eventually, usually when they can't find one. Yours is there.



EXAMPLE: BEVERAGE WRENCH™ KEY TAG

THE SMART WAY

- **Use them where people drink.** Bars, breweries and summer customer appreciation events.
- **Pick one that's always there.** A keychain, a wallet card or a fridge magnet.
- **Put a line on it.** Something people say when they pass it around.

PERFECT FOR

Breweries & bars | Restaurants | Liquor stores | Caterers | Realtors (summer events)

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/bottle-openers →

⚠ Do not make this mistake Don't hand bottle openers to the wrong crowd. KNOW THE CROWD.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA **101**

UNDER $2 · SHAPED LIKE YOUR BUSINESS

Stress Balls.

$1 to $4 each

Custom shapes like houses, teeth, hearts and hard hats tie straight to your business. Generic round ones get forgotten.

A stress ball sits on a desk and gets squeezed during every long call and every tough meeting.



EXAMPLE: ROUND STRESS BALL

THE SMART WAY

- **Pick a shape that matches what you do.** A heart for a cardiologist, a hard hat for a supplier, a brain for a tutor.
- **Make it a desk item.** It sits on the desk all day. That's the point.
- **Use it to start a conversation.** At the booth: "Feeling stressed? Take one."

PERFECT FOR

Doctors & hospitals · Dentists · Realtors · Construction suppliers · Financial planners

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/stress-balls →

⚠ Do not make this mistake Don't pick a plain round stress ball. PICK A SHAPE THAT'S YOU.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **102**

UNDER $2 · KEEPS KIDS BUSY

Coloring Books.

$1 to $4 each

Keeps kids busy, and it goes home with them. Make the pages about your business.



EXAMPLE: LOTS OF FUN ACTIVITY PAD

THE SMART WAY

- **Make the pages about your business.** A dentist chair, a food truck, a fire station.
- **Include crayons or pencils.** A coloring book with nothing to color with gets left behind.
- **Hand them out in the waiting room.** At check-in, with the kids' menu, in the service lounge.

PERFECT FOR

Pediatric dentists & doctors · Family restaurants · Banks & credit unions · Fire & police departments · Schools & libraries

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/coloring-books →

⚠ Do not make this mistake Don't hand out a coloring book with nothing to color with. GIVE THEM SOMETHING TO COLOR WITH.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA **103**

UNDER $4 · WORN ALL DAY

Lanyards.

$1 to $4 each

Worn all day at events and work. Sponsor the conference lanyards, and your name is on every attendee.

At a conference, a lanyard is the one thing every attendee wears from the minute they arrive.



EXAMPLE: SCREEN-PRINTED LANYARD

THE SMART WAY

- **Sponsor the conference lanyards.** Your name on every attendee, in every photo, all weekend.
- **Add the badge holder.** Ready to wear means it actually gets used.
- **Pick a breakaway for staff.** Hospitals and schools require them for safety.

PERFECT FOR

Conference sponsors · Hospitals & clinics · Schools & colleges · Trade shows · Corporate offices

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/lanyards →

⚠ Do not make this mistake Don't print a lanyard nobody wants to wear. MAKE IT THE ONE THEY PICK.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **104**

UNDER $4 · SEEN IN EVERY PHOTO

Sunglasses.

$1 to $4 each

Fun, colorful, and in every photo from the event. Hand them out when the sun is out.

At a summer event, sunglasses are useful, fun and instantly worn.



EXAMPLE: CLASSIC PROMO SUNGLASSES

THE SMART WAY

- **Use them at summer events.** Outdoor games, festivals and field days.
- **Pick bright colors.** Neon shows up in every photo.
- **Pick ones that don't break.** Cheap pairs snap. UV-protected, sturdy frames get kept.

PERFECT FOR

Breweries & bars · Schools & camps · Pool & beach businesses · Summer festivals · Golf tournaments

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/sunglasses →

⚠ Do not make this mistake Don't buy the cheapest pair you can find. PICK A PAIR THAT LASTS.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 105

$1.50 to $4 each

UNDER $3 · WALKED AROUND THE NEIGHBORHOOD DAILY

Dog Waste Bag Dispensers.

Clipped to a leash and walked around the neighborhood every day, past every neighbor.

Dog owners walk the same streets once or twice a day, every day, with your name swinging from the leash.



EXAMPLE: DOG BONE BAGGIE DISPENSER

THE SMART WAY

- **Give one with every new puppy.** Vets, groomers and pet stores: the first visit is the moment.
- **Welcome every new tenant's dog.** Pet-friendly apartments and property managers.
- **Put your number on it.** For the vet, the groomer, the dog walker.

PERFECT FOR

Veterinarians · Dog groomers · Pet stores · Pet-friendly apartments · Realtors

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/dog-waste-bag-dispensers →

⚠ Do not make this mistake Don't hand them to people without dogs. KNOW WHO YOU'RE TALKING TO.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 106

$1.50 to $4 each

UNDER $4 · EXACTLY WHAT THEY NEED

Sunscreen.

At a summer event, it's exactly what people need. Hand it out at the gate.

People forget sunscreen all the time, and they're grateful to the business that saved them from a burn.



EXAMPLE: 1 OZ SPF 30 SUNSCREEN

THE SMART WAY

- **Hand it out at the gate.** Of any summer event, before people find out they forgot theirs.
- **Pick one that clips on.** A carabiner bottle goes on the bag and stays there all season.
- **Dermatologists: it's your message.** Sunscreen with your name says exactly what you do.

PERFECT FOR

Golf courses & tournaments · Dermatologists · Pool & beach businesses · Schools & camps · Summer festivals

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/sunscreen →

⚠ Do not make this mistake Don't hand out sunscreen in November. PICK THE SEASON.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 107

UNDER $5 · HANGS IN THE CAR FOR WEEKS

Car Air Fresheners.

$1.50 to $4 each

It hangs in the car for weeks, right in the driver's line of sight. One with every car.

An air freshener on the mirror is seen every time someone drives, by the driver and every passenger.



EXAMPLE: CUSTOM-SHAPE PAPER AIR FRES...

THE SMART WAY

- **One with every car.** Car washes, detailers and dealers: hang it before you hand back the keys.
- **Pick a shape that's yours.** Your logo, your mascot, a car, a tire.
- **Pick a mild scent.** Some people hate strong scents. Go light, or offer a choice.

PERFECT FOR

Car washes · Detailers · Car dealers · Auto repair · Rideshare & taxi fleets

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/car-air-fresheners →

⚠ Do not make this mistake Don't pick an overpowering scent. KEEP IT LIGHT.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 108

UNDER $8 · TRAVELS EVERYWHERE THEY GO

Luggage Tags.

$1.50 to $4 each

It travels everywhere your customer goes, through every airport and onto every baggage carousel.

A luggage tag rides on a suitcase, a gym bag or a backpack for years.



EXAMPLE: FULL-COLOR LUGGAGE TAG

THE SMART WAY

- **Give them to travelers.** Travel agents, sports teams and frequent-traveler clients.
- **Pick one that won't snap.** Conveyor belts are rough. A sturdy tag lasts for years.
- **Hand it over with the trip.** With the itinerary, the team schedule or the welcome packet.

PERFECT FOR

Travel agents · Hotels & resorts · Financial planners · Sports teams · Schools & colleges

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/luggage-tags →

⚠ Do not make this mistake Don't give luggage tags to people who don't travel. AIM AT THE TRAVELERS.

FROM THE BOOK · CHAPTER 4: KNOW WHO YOU'RE TALKING TO

IDEA 109

UNDER $3 · WORN ALL SHIFT

$1.50 to $4 each

Badge Reels.

Worn on a nurse's badge all shift. Make it one they're happy to wear.

Nurses, teachers and office staff wear a badge reel every single workday.

THE SMART WAY

- **Use them for staff appreciation week.** Hospital and clinic staff appreciation weeks.
- **Pick a fun shape.** Hearts, colors and fun designs get worn. Plain gray ones don't.
- **Pick anti-microbial for hospitals.** It matters to the people wearing it.

PERFECT FOR

Hospitals & clinics · Nursing staff appreciation · Schools · Medical suppliers · Staffing agencies



EXAMPLE: BADGE REEL WITH ALLIGATOR CLIP

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/badge-reels →

⚠ Do not make this mistake Don't give badge reels to people who don't wear badges. AIM AT THE BADGE WEARERS.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA 110

UNDER $4 · CARRIED INTO STORES EVERY WEEK

$1.50 to $4 each

Reusable Grocery Bags.

Carried into stores every week. Make it sturdy and good-looking, so it becomes their favorite.

People already own a pile of reusable bags. They grab the best one every time.

THE SMART WAY

- **Make it their favorite.** Sturdy, good-looking and big enough. That's the one they grab.
- **Make the design simple and bold.** A clean, good-looking bag gets carried. A busy one stays in the trunk.
- **Fill it before you hand it over.** A welcome bag for new homeowners, members or tenants.

PERFECT FOR

Grocery & markets · Realtors · Retail & boutiques · Nonprofits · Schools



EXAMPLE: NON-WOVEN GROCERY TOTE BAG

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/reusable-grocery-bags →

⚠ Do not make this mistake Don't hand out a flimsy bag. MAKE IT THEIR FAVORITE.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 111

UNDER $10 · THINGS PEOPLE KEEP

$2 to $5 each

Ice Scrapers.

Every cold morning, it's in their hand, and your name is the first thing they see.

An ice scraper lives in the car all winter, in the glovebox, the door pocket or under the seat.



EXAMPLE: GREAT LAKES 10" ICE SCRAPER

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/ice-scrapers →

THE SMART WAY

- **Get there before the frost.** Hand them out in the fall, before anyone has bought their own.
- **Put a line on it.** Winter is when cars break. Say so.
- **It lives in the car.** Pick one that fits the glovebox or door pocket, so it stays there.

PERFECT FOR

Auto repair · Tire shops · Car dealers · Car washes · Body shops

⚠ Do not make this mistake Don't order ice scrapers in February. BEAT THE FIRST FROST.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 112

UNDER $5 · ON THE TABLE EVERY DAY

$2 to $5 each

Coasters.

On the table every time someone sets down a drink. Durable ones for gifts, paper ones for bars.

A good coaster sits on the coffee table, the desk or the nightstand for years.



EXAMPLE: BAMBOO COASTER

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/coasters →

THE SMART WAY

- **Durable for gifts, paper for bars.** Ceramic or bamboo for clients; pulpboard for every table.
- **Put a line on it.** Bars: a special, a QR code or your text list.
- **Give a set at closing.** Realtors: a set of four for the new coffee table.

PERFECT FOR

Breweries & bars · Restaurants · Coffee shops · Realtors (closing gifts) · Hotels

⚠ Do not make this mistake Don't give a cheap paper coaster as a gift. MATCH THE COASTER TO THE MOMENT.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **113**

UNDER $7 · BROUGHT OUT AT EVERY GAME NIGHT

Playing Cards.

$2
to $5 per deck

Brought out at every game night, poker game and vacation rainy day, with your name on every card.

A deck of cards lives in the kitchen drawer or the vacation rental for years.

THE SMART WAY

- **Put them where people play.** Casinos, senior centers and vacation rentals.
- **Customize the faces.** Your team, your products or your town on every card.
- **Leave a deck in every rental.** Guests use it on rainy days and remember where they stayed.

PERFECT FOR

Casinos · Senior centers · Vacation rentals & hotels · Cruise & tour companies · Financial planners



EXAMPLE: STANDARD PLAYING CARDS

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/playing-cards →

⚠ Do not make this mistake Don't give playing cards to the wrong crowd. AIM AT THE PLAYERS.

FROM THE BOOK · CHAPTER 4: KNOW WHO YOU'RE TALKING TO

IDEA **114**

UNDER $8 · A ROLLING AD FOR YEARS

License Plate Frames.

$2
to $5 each

A rolling ad for years, seen by every driver behind them at every red light.

A license plate frame stays on the car for as long as they own it, often for years.

THE SMART WAY

- **Every car gets one.** Every car that leaves your lot or shop.
- **Put your city or website on it.** Short and readable from a car length away.
- **Pick a frame that lasts.** Cracked or faded frames make you look bad for years.

PERFECT FOR

Car dealers · Auto repair · Tire shops · Body shops · Detailers



EXAMPLE: CLASSIC LICENSE PLATE FRAME

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/license-plate-frames →

⚠ Do not make this mistake Don't put on a cheap frame that cracks. MAKE IT LAST.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 115

UNDER $5 · PHOTOGRAPHED AND SHARED

Custom Cookies.

$2 to $5 each

A cookie with your logo on it gets photographed and shared before it gets eaten.

Nobody ignores a box of cookies. It gets opened, shared around the office and posted online.

THE SMART WAY

- **Deliver on a random Tuesday.** Not a holiday. A surprise box when nobody expects it.
- **Bring enough for the whole office.** Everyone who gets one remembers who brought them.
- **Add a short note.** One line, handwritten.

PERFECT FOR

Realtors · Financial planners · Insurance agents · B2B companies · Bakeries & restaurants



EXAMPLE: WRAPPED CHOCOLATE CHIP COO...

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/custom-cookies →

⚠ Do not make this mistake Don't order cookies months ahead. KEEP THEM FRESH.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA 116

UNDER $6 · EVERYBODY LOVES CHOCOLATE

Chocolate Bars.

$2 to $5 each

Everybody loves chocolate. A custom wrapper with a short thank-you turns it into a gift.

A chocolate bar is a small treat that everyone appreciates, and the wrapper carries your message.

THE SMART WAY

- **Write a short thank-you on the wrapper.** One line that says why you're grateful.
- **Leave one after the meeting.** Or at the closing table, or on the hotel pillow.
- **Watch the weather.** Chocolate melts in summer heat and in hot cars.

PERFECT FOR

Realtors · Financial planners · Hotels · B2B companies · Event venues



EXAMPLE: 1 OZ CUSTOM WRAPPER BAR

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/chocolate-bars →

⚠ Do not make this mistake Don't mail chocolate in July. WATCH THE HEAT.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 117

UNDER $5 · IN EVERY CROWD PHOTO

Foam Fingers.

$2 to $5 each

Huge, fun, and in every crowd photo and on camera. Print your name big and an offer on the wrist so it goes home.

A foam finger turns a fan into a moving billboard for the whole game, and it shows up on camera.



EXAMPLE: 14" FOAM HAND

THE SMART WAY

- **Use them for big games.** Pep rallies, homecoming and sponsor nights.
- **Print your name big.** It has to read from across the stadium.
- **Put an offer on the wrist.** So it goes home, and so does your offer.

PERFECT FOR

Schools & booster clubs · Youth & high school sports · Minor league teams · Nonprofits · Restaurants & sports bars

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/foam-fingers →

⚠ Do not make this mistake Don't print only a logo. PUT AN OFFER ON THE WRIST.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 118

UNDER $4 · USED EVERY PIZZA NIGHT

Pizza Cutters.

$2 to $6 each

It gets used every pizza night, for years, right in the middle of the family table.

A pizza cutter lives in the kitchen drawer and comes out every Friday night.



EXAMPLE: ROUND PIZZA CUTTER

THE SMART WAY

- **Pizza shops: put your number on it.** They're holding it the next time they want pizza.
- **Realtors: add it to the housewarming packet.** The first pizza in the new house.
- **Pick one that cuts clean.** A dull cutter makes you look dull.

PERFECT FOR

Pizza shops · Restaurants · Realtors (housewarming) · Kitchen & home stores · Grocery & markets

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/pizza-cutters →

⚠ Do not make this mistake Don't give a pizza cutter that doesn't cut. PICK ONE THAT CUTS.

FROM THE BOOK · CHAPTER 9: THE SILENT CALL TO ACTION

IDEA 119

UNDER $6 · KEPT IN GLOVE BOXES AND TOOLBOXES

Mini Flashlights.

$2 to $6 each

Kept in glove boxes and toolboxes for years, and pulled out exactly when someone needs help.

When the power goes out or a tire goes flat at night, a flashlight is the most welcome thing in the car.



EXAMPLE: 9 LED ALUMINUM FLASHLIGHT

THE SMART WAY

- **Fit it to dark places.** Electricians, inspectors and mechanics: it's a tool of the trade.
- **Insurance agents: it's your message.** Being ready when things go wrong is exactly what you sell.
- **Pick a magnetic one.** It sticks to the fridge, the car or the panel, so it never gets lost.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/mini-flashlights →

PERFECT FOR

Electricians · Home inspectors · Auto repair · Insurance agents · Realtors

⚠ Do not make this mistake Don't give a flashlight that dies in a week. PICK ONE THAT WORKS.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA 120

UNDER $3 · YOUR NAME ON EVERY PAGE

Notepads & Sticky Notes.

$2 to $6 each

Every page shows your name again. It gets used up, which is also the point: then they need more.

A notepad on a desk or a fridge puts your name in front of someone every time they jot something down.



EXAMPLE: 3X3 STICKY NOTE PAD

THE SMART WAY

- **Send refills every quarter.** Your best customers get a fresh pad before they run out.
- **Put your number on every page.** It's right there when they need you.
- **Pick the name brand for clients.** Real Post-it® Notes stick better and look better.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/notepads-and-sticky-notes →

PERFECT FOR

Realtors · Financial planners · Insurance agents · Doctors & dentists · Schools

⚠ Do not make this mistake Don't give one pad and stop. SEND THE REFILL.

FROM THE BOOK · CHAPTER 26: MAKE THEM FEEL LIKE INSIDERS

IDEA 121

UNDER $6 · FEELS LIKE MAGIC ON A HOT DAY

Cooling Towels.

$2 to $6 each

On a hot day, it feels like magic. Wet it, snap it, and it stays cool for hours.

At a summer run, a golf tournament or a hot job site, a cooling towel is the best gift in the bag.



EXAMPLE: SUPER DRY COOLING TOWEL

THE SMART WAY

- **Hand them out on the hottest days.** Summer job sites, runs and golf tournaments.
- **Show people how to use it.** Wet, wring, snap. A quick demo makes it magic.
- **Give them to your crew too.** Your own team, working in the heat.

PERFECT FOR

Gyms & fun runs · Golf tournaments · Landscaping crews · Construction suppliers · Summer camps

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/cooling-towels →

⚠ Do not make this mistake Don’t hand out cooling towels in winter. PICK THE SEASON.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 122

UNDER $10 · LIVES IN THE GLOVE BOX

Tire Pressure Gauges.

$2 to $6 each

It lives in the glove box for years, and comes out exactly when a tire looks low.

Every car should have a tire gauge. Most don’t, until someone gives them one.



EXAMPLE: PEN-STYLE TIRE GAUGE

THE SMART WAY

- **Give one with every car or service.** Tire shops, dealers and auto insurance agents.
- **Put your number on it.** They’re holding it when the tire is low.
- **Pick one that stays in the car.** A keychain gauge or a pen gauge with a clip.

PERFECT FOR

Tire shops · Auto repair · Car dealers · Auto insurance agents · Driving schools

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/tire-pressure-gauges →

⚠ Do not make this mistake Don’t give tire gauges to the wrong crowd. KNOW WHO YOU’RE TALKING TO.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 123

UNDER $10 · USED EVERY DAY ON THE JOB

Utility Knives.

$2 to $6 each

Used on job sites and in warehouses every day. Your name is in their hand on every box they open.

Anyone who opens boxes for a living goes through cutters constantly. A good one gets kept.



EXAMPLE: BOX CUTTER

THE SMART WAY

- **Give them to the people who cut.** Contractors, movers and warehouse customers.
- **Pick a safe one.** A hidden or locking blade protects the person using it.
- **Put your number on it.** Supply houses: they're holding it when they need more.

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/utility-knives →

PERFECT FOR

Contractors & flooring · Moving companies · Warehouses & distributors · Retail stockrooms · Building suppliers

⚠ Do not make this mistake Don't hand blades to the wrong crowd. TOOLS FOR THE PROS.

FROM THE BOOK · CHAPTER 4: KNOW WHO YOU'RE TALKING TO

IDEA 124

UNDER $4 · LOUD AND UNFORGETTABLE

Cowbells.

$2 to $6 each

Loud, fun and unforgettable. Some people will hate you for it, and everyone will remember you.

A cowbell turns a crowd into a cheering section, and everyone hears it.



EXAMPLE: CLASSIC COWBELL

THE SMART WAY

- **Use them where cheering is welcome.** Cross-country meets, football games and fun runs.
- **Pick a team color.** School colors make it part of the team.
- **Pick one with a handle.** Easier to ring all game, harder to lose.

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/cowbells →

PERFECT FOR

Schools & booster clubs · Cross-country & track meets · Fun runs & 5Ks · Football games · Nonprofits

⚠ Do not make this mistake Don't bring cowbells to a quiet event. PICK THE RIGHT CROWD.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 125

UNDER $8 · USED ON EVERY GREEN

Golf Divot Tools.

$2 to $6 each

Every golfer uses one on every green. Pick one with a magnetic ball marker, and your logo gets placed on the green all day.



EXAMPLE: DIVOT TOOL WITH MAGNETIC BAL...

THE SMART WAY

- **Pick one with a magnetic ball marker.** The marker gets used on every green, right in front of everyone.
- **Put them in the tournament bag.** Next to the tees and towels.
- **Give a premium one to your best clients.** A good divot tool says "we appreciate you."

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/golf-divot-tools →

PERFECT FOR

Golf tournaments · Financial planners · Insurance agents · Banks & credit unions · Golf courses & pro shops

⚠ Do not make this mistake Don't give divot tools to people who don't golf. KNOW WHO YOU'RE TALKING TO.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA 126

UNDER $9 · CARRIED IN PUBLIC FOR YEARS

Tote Bags.

$2 to $7 each

Reused for years and carried in public. Make it a nice bag with a design people want to carry.



EXAMPLE: COTTON CANVAS BOAT TOTE

A good tote goes to the beach, the farmers' market, the library and the gym, for years.

THE SMART WAY

- **Make it a bag people want.** Nice canvas and a good design beat a cheap bag with a big logo.
- **Design it to be carried.** Something people are proud to carry, not an ad.
- **Fill it before you hand it over.** A welcome bag or a gift bag makes the tote part of the gift.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/tote-bags →

PERFECT FOR

Retail & boutiques · Realtors · Nonprofits · Schools & libraries · Conferences

⚠ Do not make this mistake Don't hand out a flimsy tote with a giant logo. MAKE IT ONE THEY WANT.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 127

UNDER $7 · FUN AND VERY VISIBLE

Bandanas.

$2 to $7 each

Fun, useful and very visible. Worn on heads, necks, wrists and backpacks.

A bandana is worn at the festival, the fun run and the trail, and it shows up in every photo.



EXAMPLE: CLASSIC PAISLEY BANDANA

THE SMART WAY

- **Use them at fun events.** Fun runs, festivals and western-themed events.
- **Make the design worth wearing.** A great pattern gets worn. A plain logo stays in the drawer.
- **Pick cotton for comfort.** Soft cotton gets worn again. Scratchy ones don't.

PERFECT FOR

Fun runs & 5Ks | Festivals | Western-themed events | Breweries & bars | Nonprofits

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/bandanas →

⚠ Do not make this mistake Don't print a bandana nobody wants to wear. MAKE IT WORTH WEARING.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 128

UNDER $8 · A WHOLE CROWD WAVING YOUR LOGO

Rally Towels.

$2 to $7 each

A whole crowd waving your logo, on camera, for the whole game.

Hand out rally towels at the entrance and the entire crowd waves your name every time the team scores.



EXAMPLE: SPIRIT RALLY TOWEL

THE SMART WAY

- **Hand them out at the entrance.** Of a big game, before the crowd sits down.
- **Print it big and bold.** It has to read from across the stadium.
- **Put an offer on it.** So it goes home and gets used again.

PERFECT FOR

Schools & booster clubs | Minor league teams | Sports bars | Banks & credit unions | Car dealers

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/rally-towels →

⚠ Do not make this mistake Don't hand out rally towels after the game starts. BE AT THE GATE.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 129

UNDER $3 · BIG IMPRINT, CARRIED AROUND TOWN

Drawstring Backpacks.

$2 to $8 each

A big imprint carried around town. Fill it with the rest of your giveaways.

A drawstring bag goes to school, the gym and the game, with your name on the back.



EXAMPLE: POLYESTER DRAWSTRING BACKP...

THE SMART WAY

- **Fill it with your other giveaways.** Water bottle, sunscreen, a coupon. One bag, one handout.
- **Pick a clear bag for stadiums.** Many stadiums only allow clear bags. Fans can bring yours in.
- **Put a big logo on it.** It's worn on the back. Make it readable.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/drawstring-backpacks →

PERFECT FOR

Schools & camps · Gyms · Fun runs & 5Ks · Nonprofits · Youth sports

⚠ Do not make this mistake Don't hand out an empty bag. FILL IT UP.

FROM THE BOOK · CHAPTER 21: MAKE YOUR BOOTH LOOK LIKE A BUSINESS

IDEA 130

UNDER $4 · CUSTOMERS' WINDOWS ADVERTISE FOR YOU

Window Clings.

$2 to $8 each

Customers' car and shop windows advertise for you. Make it cool or useful, so they actually put it up.

A window cling sticks without glue and peels off clean, so people don't worry about putting it up.



EXAMPLE: 3" INSIDE WINDOW CLING

THE SMART WAY

- **Make it cool or useful.** A parking permit, a team logo or a "proud member" cling.
- **Pick static cling.** No glue, no residue, so people say yes.
- **Hand it over at the moment.** With the new car, the season tickets or the membership.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/window-clings →

PERFECT FOR

Car dealers & auto shops · Schools & teams · Parking permits · Retail & restaurants · Realtors

⚠ Do not make this mistake Don't print an ugly window cling. MAKE THEM PROUD TO STICK IT UP.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 131

UNDER $15 · SEEN BY EVERYONE WALKING BY

Posters.

$2
to $15 each

Cheap, local and seen by everyone walking by. Put them up two weeks before the event.

Coffee shops, libraries, gyms and community boards are read by your neighbors every day.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/posters →

HOW TO DO IT

- **Put them up two weeks ahead.** Long enough to plan for, close enough to remember.
- **Ask permission first.** Coffee shops and stores are usually happy to help a neighbor. Just ask.
- **One big message.** What, when, where. Readable from across the room.

PERFECT FOR

Restaurants & bars | Retail | Schools | Nonprofits | Gyms

⚠ Do not make this mistake Don't leave old posters up. UP EARLY. DOWN ON TIME.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 132

UNDER $10 · THINGS PEOPLE KEEP

Tape Measures.

$3
to $8 each

Every time they measure something, they're holding your name, usually right when they're planning a project.



EXAMPLE: ROUND TAPE MEASURE

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/tape-measures →

THE SMART WAY

- **Match the tape to the person.** A 5-foot keychain tape is perfect in a realtor's closing basket. A pro needs a real 16- or 25-footer.
- **Put a line on it.** Your number on the case, so it's in their hand when they need you.
- **Pick the moment.** Hand it over with the estimate, at the closing or at the home show.

PERFECT FOR

Realtors | Home inspectors | Flooring & cabinets | Window & blinds | Interior designers

⚠ Do not make this mistake Don't hand a professional a 5-foot keychain tape. MATCH THE TAPE TO THE PERSON.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA 133

UNDER $8 · EVERY JOB BECOMES AN AD

$2.72
to $7.49 each

Yard Signs.

Every job site becomes an ad to the neighbors. Put one up at every job, with permission, and take it down on time.

Neighbors notice when work is happening next door. A sign tells them who to call.



EXAMPLE: 24" × 18" YARD SIGN (ORDER AS F...

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/yard-signs →

THE SMART WAY

- **Ask the homeowner first.** Most say yes, especially if you offer a small thank-you.
- **Keep it simple.** Your name, what you do and your phone number. Readable from a moving car.
- **Put it up the first day.** The work is the ad. The sign says who did it.

PERFECT FOR

Home services · Painters & roofers · Landscapers · Realtors · Schools (proud parent signs)

⚠ Do not make this mistake Don't leave signs up after the job. ASK FIRST. TAKE IT DOWN ON TIME.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 134

UNDER $8 · THE DOG WALKS YOUR AD AROUND

$3
to $10 each

Pet Bandanas.

The customer literally walks your ad around the neighborhood, and everyone stops to pet it.

A dog in a bandana gets noticed, photographed and posted. Your name goes along for every walk.



EXAMPLE: MEDIUM PET BANDANA

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/pet-bandanas →

THE SMART WAY

- **Tie one on after every groom.** Owners post the photo. Ask them to tag you.
- **Give one to every adopted dog.** Shelters and rescues: "I was adopted from..."
- **Pick one that stays on.** A collar-loop bandana stays put all day.

PERFECT FOR

Dog groomers · Veterinarians · Dog walkers & daycare · Shelters & rescues · Pet stores

⚠ Do not make this mistake Don't give a pet bandana to someone without a pet. AIM AT THE DOG OWNERS.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA **135**

UNDER $10 · LIVES ON A DESK FOR YEARS

Ceramic Coffee Mugs.

$3 to $10 each

A good mug lives on a desk for years. Make it one worth keeping, or it ends up in the back of the cabinet.

Every morning, someone reaches for their favorite mug. If it's yours, your name starts their day.



EXAMPLE: 11 OZ CERAMIC MUG

THE SMART WAY

- **Make it a mug worth keeping.** A nice shape and a good design beat a cheap mug with a big logo.
- **Put a line on it people like.** Something funny or kind, not just your logo.
- **Fill it before you give it.** Coffee, candy or a gift card inside makes it a gift.

PERFECT FOR

Every business · Coffee shops · Realtors · Financial planners · Churches

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/ceramic-coffee-mugs →

⚠ Do not make this mistake Don't give a cheap mug nobody wants. MAKE IT WORTH KEEPING.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **136**

UNDER $10 · YOUR NAME WHEN THEY RUN THE NUMBERS

Calculators.

$3 to $10 each

Every time they run the numbers, your name is right there. Phones have a calculator too, so it has to be a nice one.

For people who work with numbers all day, a real calculator on the desk still beats a phone.



EXAMPLE: GRIP & FLIP CALCULATOR

THE SMART WAY

- **Give it at the right time.** CPAs at tax time, mortgage brokers at closing, teachers at back-to-school.
- **Make it a nice one.** Big buttons and a big display, or it loses to the phone.
- **Put your number on it.** Right next to the numbers they're running.

PERFECT FOR

CPAs & bookkeepers · Mortgage brokers · Financial planners · Realtors · Schools & teachers

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/calculators →

⚠ Do not make this mistake Don't give a cheap calculator that loses to a phone. MAKE IT BETTER THAN THE PHONE.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 137

$3 to $10 each

UNDER $5 · USED WHEN IT MATTERS MOST

Mini First-Aid & Emergency Kits.

Kept in glove boxes, desks and backpacks for years, and used exactly when it matters most.

Everybody needs a bandage eventually. The business that gave them the kit gets remembered.

THE SMART WAY

- **Pick one that fits a glove box.** Compact kits get kept in the car for years.
- **Pick a sturdy one.** A flimsy kit reflects badly on you.
- **Hand it over with the policy or the first visit.** A safety gift at the start of the relationship.

PERFECT FOR

Clinics & urgent care · Insurance agents · Contractors · Youth sports · Schools & camps



EXAMPLE: PRIMARY CARE™ FIRST AID KIT

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/mini-first-aid-and-emergency-kits →

⚠ Do not make this mistake Don't give a flimsy kit that falls apart. PICK ONE THAT HOLDS UP.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA 138

$3 to $10 each

UNDER $10 · USED AT HOME FOR YEARS

Pint Glasses.

A good pint glass gets used at home for years, every time someone pours a drink.

People keep pint glasses from the places they love and use them at home.

THE SMART WAY

- **Use them for breweries and pub crawls.** That's where people want one to take home.
- **Sell them, don't just give them.** A pint glass with a great design pays for itself.
- **Pick unbreakable for patios.** Stainless steel pint cups for pools, patios and camping.

PERFECT FOR

Breweries · Bars & pubs · Restaurants · Pub crawls · Beer festivals



EXAMPLE: CASALE PINT GLASS

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/pint-glasses →

⚠ Do not make this mistake Don't pick glasses that chip in the dishwasher. PICK A GLASS THAT LASTS.

FROM THE BOOK · CHAPTER 4: KNOW WHO YOU'RE TALKING TO

IDEA 139

UNDER $25 · GETS USED HARD

Work Gloves.

$3
to $10 per pair

Gets used hard, every day. Give them to the crews and the DIY customers who actually need them.

Work gloves get worn out, which means your name is on the job every day until they do.



EXAMPLE: LEATHER PALM WORK GLOVES

THE SMART WAY

- **Give them to crews and DIY customers.** People who use their hands for work.
- **Get the sizes right.** Gloves that don't fit don't get worn. Order a size mix.
- **Pick the right glove for the job.** Leather for heavy work, grip gloves for tools, canvas for the yard.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/work-gloves →

PERFECT FOR

Building suppliers · Landscaping · Hardware & lumber · Construction companies · Roofers

⚠ Do not make this mistake Don't order one size for everyone. GET THE SIZES RIGHT.

FROM THE BOOK · CHAPTER 4: KNOW WHO YOU'RE TALKING TO

IDEA 140

UNDER $25 · USED TWICE A DAY

Pet Bowls.

$3
to $10 each

Used twice a day, every day. Perfect for vets and new-adoption kits.

A pet bowl gets used at every meal, and a travel bowl goes on every walk and hike.



EXAMPLE: COLLAPSIBLE PET BOWL WITH CA...

THE SMART WAY

- **Put one in every adoption kit.** The first bowl in the new home.
- **Pick a collapsible one for walks.** It clips to the leash and goes everywhere.
- **Vets: give one at the first visit.** With the puppy's first checkup.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/pet-bowls →

PERFECT FOR

Veterinarians · Shelters & rescues · Groomers · Pet stores · Pet-friendly apartments

⚠ Do not make this mistake Don't give pet bowls to people without pets. AIM AT THE PET OWNERS.

FROM THE BOOK · CHAPTER 22: WELCOME THEM LIKE YOU MEAN IT

IDEA 141

UNDER $12 · BROUGHT OUT EVERY YEAR

Holiday Ornaments.

$3 to $12 each

Brought out every single year and hung where the whole family sees it. Date it each year so clients collect the set.

Most holiday gifts are gone by January. An ornament comes back out every December, for years.

THE SMART WAY

- **Date it each year.** "2026" on the ornament turns it into a collection.
- **Realtors: their first home.** "Our First Home, 2026" gets hung every year.
- **Send it early.** Early December, before the tree goes up.

PERFECT FOR

Every business · Realtors · Financial planners · Banks & credit unions · Hotels



EXAMPLE: CERAMIC CIRCLE ORNAMENT

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/holiday-ornaments →

⚠ Do not make this mistake Don't send ornaments the week before Christmas. SEND THEM EARLY.

FROM THE BOOK · CHAPTER 26: MAKE THEM FEEL LIKE INSIDERS

IDEA 142

UNDER $15 · THROWN AT EVERY TAILGATE

Custom Footballs.

$3 to $15 each

Thrown around at every tailgate and backyard, from mini foam to full size.

A football gets thrown at the tailgate, the park and the backyard, all season long.

THE SMART WAY

- **Toss them into the crowd at halftime.** At the game you sponsor.
- **Pick soft ones for crowds.** Foam and stuffed balls are safe to throw into the stands.
- **Use team colors.** Fans keep what matches the team.

PERFECT FOR

Schools & booster clubs · Youth football · Car dealers · Restaurants & sports bars · Realtors



EXAMPLE: 6" MINI VINYL FOOTBALL

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/custom-footballs →

⚠ Do not make this mistake Don't throw hard balls into a crowd. SOFT BALLS FOR THE STANDS.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA **143**

UNDER $11 · KEPT ON A SHELF FOR YEARS

Custom Baseballs.

$4
to $10 each

Kids keep a real baseball for years, and it sits on a shelf with your name on it.

A baseball from opening day or a championship game becomes a keepsake.



EXAMPLE: PROMOTIONAL BASEBALL

THE SMART WAY

- **Hand them out at opening day.** Little League opening day is the moment.
- **Sign one for the team you sponsor.** A team-signed ball becomes a trophy.
- **Use soft ones for the crowd.** Vinyl balls are safe to toss into the stands.

PERFECT FOR

Little League & youth baseball · Schools · Restaurants · Car dealers · Banks & credit unions

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/custom-baseballs →

⚠ Do not make this mistake Don't throw hard baseballs into a crowd. SOFT BALLS FOR THE STANDS.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA **144**

UNDER $20 · UNEXPECTED AND ACTUALLY WORN

Custom Socks.

$4
to $10 per pair

Unexpected, fun and actually worn. Turn your colors into a fun pattern instead of a big logo.

Nobody expects socks, which is exactly why people remember them.



EXAMPLE: FULL-COLOR CREW SOCKS

THE SMART WAY

- **Turn your colors into a pattern.** A fun pattern gets worn. A big logo doesn't.
- **Give them to your team.** Matching socks for the staff or the run club.
- **Use them as a fun thank-you.** A pair in the mail beats another mug.

PERFECT FOR

Gyms & running clubs · Schools & teams · Doctors & hospitals · Retail · Tech companies

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/custom-socks →

⚠ Do not make this mistake Don't print a giant logo on socks. MAKE THEM FUN.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA 145

UNDER $7 · USED EVERY WEEK IN THE KITCHEN

Oven Mitts.

$4 to $10 each

Used every week in the kitchen, and hanging right next to the stove the rest of the time.

An oven mitt lives in the kitchen, the busiest room in the house, for years.



EXAMPLE: AD-MITT™

THE SMART WAY

- **Put one in the closing gift.** Realtors: the first meal in the new kitchen.
- **Caterers: leave one behind.** With the leftovers and your number.
- **Pick one that looks good.** A nice mitt gets hung on the hook. An ugly one goes in a drawer.

PERFECT FOR

Realtors (closing gifts) · Caterers · Restaurants · Kitchen & home stores · Appliance stores

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/oven-mitts →

⚠ Do not make this mistake Don't pick a thin mitt that burns hands. PICK ONE THAT PROTECTS.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 146

UNDER $12 · SHARED AT DINNER

Hot Sauce.

$4 to $10 per bottle

Fun, unexpected and shared at dinner. Put a custom label on it with a cheeky name.

A bottle of hot sauce with your name on it gets passed around the dinner table and talked about.



EXAMPLE: 6 OZ CUSTOM-LABEL HOT SAUCE

THE SMART WAY

- **Give it a cheeky name.** "Closing Time Hot Sauce." "Tax Season Burn."
- **Use it as a client gift.** Different, fun and remembered.
- **Bring minis to the booth.** People stop for something fun.

PERFECT FOR

Restaurants · Realtors · Financial planners · B2B client gifts · Trade show booths

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/hot-sauce →

⚠ Do not make this mistake Don't give everyone the hottest sauce. KNOW WHO LIKES IT HOT.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA **147**

UNDER $20 · CARRIED EVERYWHERE, EVERY DAY

Water Bottles.

$4
to $12 each

Carried everywhere, every day. Cheap ones leak and get tossed, so pick a quality bottle people actually use.

A good water bottle goes to the gym, the office, the car and the kid's game, every day.



EXAMPLE: 24 OZ MEASUREMENT BOTTLE

THE SMART WAY

- **Pick a bottle people actually use.** One that doesn't leak and looks good.
- **Match the bottle to the person.** Squeeze bottles for teams, insulated for clients.
- **Give it at the start.** A new gym membership, a new patient, a new season.

PERFECT FOR

Gyms · Schools & teams · Doctors & physical therapists · Nonprofits & 5Ks · Corporate wellness

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/water-bottles →

⚠ Do not make this mistake Don't give a cheap bottle that leaks. PICK ONE THAT DOESN'T LEAK.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **148**

UNDER $15 · A FUN SUMMER GIFT

Flip-Flops.

$4
to $12 per pair

A fun summer gift with a big imprint, worn at the pool, the beach and the resort.

Flip-flops are the summer gift people actually use, and they're seen by everyone at the pool.



EXAMPLE: COPA FLIP FLOPS

THE SMART WAY

- **Use them at resorts, pools and summer events.** Where people need them.
- **Order a size mix.** Sizing matters. Get a spread of sizes.
- **Put your logo on the sole.** It shows up in the sand.

PERFECT FOR

Resorts & hotels · Pools & swim clubs · Gyms · Schools & camps · Summer events

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/flip-flops →

⚠ Do not make this mistake Don't order one size for everyone. GET THE SIZES RIGHT.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 149

UNDER $10 · A REAL TOOL IN THE TOOLBOX

$4 to $12 each

Levels.

A real tool kept in the toolbox for years. Pick a small torpedo level that fits a pocket.

A level gets used on every job, and on every picture hung at home.

THE SMART WAY

- **Pick a pocket torpedo level.** It fits a pocket, so it goes to every job.
- **Pick magnetic.** It sticks to metal studs and toolboxes.
- **Realtors: add a mini to the closing gift.** For hanging the first pictures.

PERFECT FOR

Building suppliers | Hardware & lumber | Flooring & cabinets | Contractors | Realtors (closing gifts)



EXAMPLE: 9" MAGNETIC LEVEL

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/levels →

⚠ Do not make this mistake Don't give a level that isn't level. PICK ONE THAT'S TRUE.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA 150

UNDER $14 · USED AT EVERY DINNER PARTY

$4 to $12 each

Wine Glasses.

Used at every dinner party and every toast. Perfect for wineries and closing gifts.

A nice wine glass gets used for years and brought out when friends come over.

THE SMART WAY

- **Give a pair at closing.** Two glasses for the first toast in the new home.
- **Etch it for gifts.** An etched logo never fades in the dishwasher.
- **Wineries: sell them in the tasting room.** People want to take one home.

PERFECT FOR

Wineries | Realtors (closing gifts) | Restaurants | Event venues | Hotels



EXAMPLE: 15 OZ STEMLESS WINE GLASS

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/wine-glasses →

⚠ Do not make this mistake Don't ship glasses without good packing. PACK THEM RIGHT.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 151

UNDER $12 · PERSONAL AND THOUGHTFUL

Honey Jars.

$5
to $12 a jar

Local honey feels personal and thoughtful. Find a local beekeeper and put your own label on the jar.

A jar of local honey says you thought about the gift, and it supports another local business.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/honey-jars →

HOW TO DO IT

- **Find a local beekeeper.** Farmers' markets and local beekeeping clubs are the place to start.
- **Design a simple label.** Your name, a short line and the beekeeper's name. Small and classy.
- **Pick a jar size.** A small jar for a thank-you, a big one for your best clients.

PERFECT FOR

Realtors · Landscapers & garden centers · Financial planners · Insurance agents · B2B client gifts

⚠ Do not make this mistake Don't slap a sticker on a store-bought jar. MAKE IT LOCAL. MAKE IT LOOK GOOD.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA 152

UNDER $17 · A HUGE IMPRINT, OPENED IN PUBLIC

Umbrellas.

$5
to $15 each

A huge imprint, opened in public. Golf events, and gifts for clients in rainy places.

An umbrella is the biggest billboard you can hand someone, and it opens right in public.



EXAMPLE: COMPACT UMBRELLA

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/umbrellas →

THE SMART WAY

- **Use golf umbrellas at golf events.** Big canopy, big logo, in every photo.
- **Give compacts to clients in rainy places.** It lives in the car or the bag.
- **Pick a vented one.** It survives the wind, so it survives the year.

PERFECT FOR

Golf tournaments · Realtors · Financial planners · Hotels · Banks & credit unions

⚠ Do not make this mistake Don't give a cheap umbrella that flips inside out. PICK ONE THAT SURVIVES THE WIND.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 153

UNDER $10 · KIDS KEEP THEM FOREVER

Custom Die-Cast Toy Cars & Trucks.

$5 to $15 each

A toy version of your truck or van is pure delight. Kids keep them forever, and parents never forget who gave it.

Kids love toy trucks. A mini version of the real truck in their driveway is the best kind of toy.



EXAMPLE: DIE-CAST PICKUP TRUCK

THE SMART WAY

- **Give one to every customer's kid.** The kid who watched your truck all day gets a tiny one.
- **Dealers: one with every new car.** A toy for the kids in the back seat.
- **Match your real vehicle.** A van for a van company, a pickup for a contractor, your colors on the side.

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/custom-die-cast-toy-cars-and-trucks →

PERFECT FOR

Plumbers & HVAC · Electricians · Car dealers · Movers & delivery · Towing

⚠ Do not make this mistake Don't wait until the week you need them. ORDER EARLY.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 154

UNDER $70 · CARRIED EVERY DAY

Multi-Tools.

$5 to $15 each

Carried every day by people who use tools. Pick a quality brand, because a cheap one reflects on you.

A good multi-tool lives on a belt, in a pocket or in the glove box, and gets used constantly.



EXAMPLE: FIX-IT™ MULTI-TOOL WITH POUCH

THE SMART WAY

- **Pick a quality brand.** A cheap tool that breaks reflects on you. A Leatherman® gets kept.
- **Save the premium ones for your best.** Top customers, top referral sources, your crew.
- **Engrave the handle.** A clean engraving looks like it came from the store.

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/multi-tools →

PERFECT FOR

Contractors & electricians · Auto repair · Building suppliers · Equipment dealers · Outdoor & hunting shops

⚠ Do not make this mistake Don't give a cheap multi-tool. PICK QUALITY.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 155

$9 AND UP · KEPT FOR YEARS

Tool Kits & Tool Bags.

$8 to $100 each

It lives in the garage, the trunk or the kitchen drawer, and it comes out every time something needs fixing.

A good tool kit is used for years, every time a picture gets hung, a cabinet gets tightened or a bike gets fixed.



EXAMPLE: SAMUEL 22-PIECE HOME TOOL SET

THE SMART WAY

- **Give one at the closing.** Every new homeowner needs a tool kit the first week.
- **Save the tool bag for your best.** Top customers, top referral sources and your own crew.
- **Put your name where they'll see it.** On the case or the bag, plus a card inside with your number.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/tool-kits-and-tool-bags →

PERFECT FOR

Realtors (closing gifts) · Property managers · Home inspectors · Hardware & lumber · Auto repair

⚠ Do not make this mistake Don't hand out tool kits to everyone. PICK WHO GETS ONE.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 156

UNDER $20 · A LIVING REMINDER

Succulents & Plants.

$5 to $15 each

A living reminder on the desk. Pick hard-to-kill succulents in a branded pot.

A plant on the desk gets looked at every day, and watered every week.



EXAMPLE: SUCCULENT APPRECIATION KIT

THE SMART WAY

- **Pick hard-to-kill succulents.** They survive offices, dark corners and forgetful owners.
- **Brand the pot, not the plant.** Your logo on the pot stays when the plant grows.
- **Tie it to a message.** "Thanks for helping us grow."

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/succulents-and-plants →

PERFECT FOR

Realtors · Landscapers & garden centers · Doctors & dentists · Financial planners · B2B client gifts

⚠ Do not make this mistake Don't give a plant that dies in a week. PICK ONE THAT LIVES.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 157

UNDER $15 · PHOTOGRAPHED AND SHARED

Baby Onesies.

$6
to $14 each

Parents photograph and share them. Put a cute line on it, not a logo.

New parents take a hundred photos a day. A cute onesie ends up in a lot of them.



EXAMPLE: BELLA+CANVAS® INFANT ONE-PI...

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/baby-onesies →

THE SMART WAY

- **A cute line, not a logo.** "Future Customer." "Born in Wichita." Parents post the cute ones.
- **Give it at the right moment.** The first checkup, the hospital stay, the new-baby announcement.
- **Get the sizes right.** Newborn sizes go fast. Order a mix.

PERFECT FOR

Pediatricians · Maternity wards & OB-GYNs · Realtors · Restaurants & coffee shops · Banks & credit unions

⚠ Do not make this mistake Don't put a big logo on a baby. MAKE IT CUTE.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 158

UNDER $15 · WORN FOR YEARS

Basic T-Shirts.

$6
to $15 each

An advertisement people choose to wear for years. Make a shirt people want to wear, not a giant ad.

A T-shirt goes everywhere: the gym, the store, the game, the backyard.



EXAMPLE: GILDAN® HEAVY COTTON™ TEE

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/basic-t-shirts →

THE SMART WAY

- **Make a shirt people want to wear.** A good design, not a giant ad.
- **Pick a soft shirt.** The soft ones get worn. The scratchy ones become rags.
- **Order a size mix.** Sizes complicate ordering. Plan for them.

PERFECT FOR

Every business · Schools & teams · Gyms · Breweries · Nonprofits

⚠ Do not make this mistake Don't print a giant ad on a cheap shirt. MAKE ONE THEY WANT TO WEAR.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 159

UNDER $15 · GIVING BACK ON EVERY SHIRT

Sell Shirts for a Local Cause.

$6 to $15 each

Partner with a school or a charity and donate a set amount per shirt. The community sees you giving back on every one.

A shirt for a cause gets worn proudly, and everyone who sees it knows you helped.



EXAMPLE: GILDAN® DRYBLEND® TEE

THE SMART WAY

- **Pick a cause people care about.** A local school, a team, a family in need. It has to be real.
- **Donate a set amount per shirt.** "$5 from every shirt goes to the Riverside food drive." Clear and honest.
- **Make the design about the cause.** Your name small, the cause big.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/sell-shirts-for-a-local-cause →

PERFECT FOR

Restaurants & breweries | Gyms | Schools & PTAs | Nonprofits | Local retailers

⚠ Do not make this mistake Don't make the shirt about you. MAKE IT ABOUT THE CAUSE.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA 160

UNDER $10 · ON THE WALL ALL YEAR

Calendars.

$6 to $15 each

On the wall all year long. Order by fall, and mail them in November to your best customers.

A calendar on the wall puts your name in front of a family or an office every single day for a year.



EXAMPLE: CUSTOM PHOTO APPOINTMENT C...

THE SMART WAY

- **Mail them in November.** Before people buy their own.
- **Order by fall.** Calendars sell out and take time to print.
- **Write in their next appointment.** When you hand someone the calendar, mark their follow-up appointment on the day. Add tax deadlines or oil change reminders too.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/calendars →

PERFECT FOR

Auto repair | Financial planners & CPAs | Insurance agents | Realtors | Restaurants

⚠ Do not make this mistake Don't order calendars in January. ORDER BY FALL.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 161

UNDER $10 · PERFECT FOR SUNNY EVENTS

Visors.

$6
to $15 each

Perfect for sunny outdoor events, and a smart summer uniform for staff.

A visor keeps the sun out of their eyes and your logo right on their forehead.



EXAMPLE: BRUSHED COTTON SANDWICH VI...

THE SMART WAY

- **Use them at golf events.** Tournament gift bags and sponsor tents.
- **Make them part of the summer uniform.** Staff look like a team, even in the heat.
- **Pick a style people like.** Visors are a niche look. Pick a clean one.

PERFECT FOR

Golf tournaments · Restaurants & cafes (staff) · Resorts & pools · Summer camps · Tennis & pickleball

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/visors →

⚠ Do not make this mistake Don't hand out visors in the shade. PICK THE SUNNY DAYS.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 162

UNDER $20 · ENJOYED EVERY MORNING

Coffee Bags.

$6
to $15 per bag

Enjoyed every morning for a week. Use a local roaster with your custom label.

A bag of good coffee is a gift almost everyone uses, and it's right there every morning.



EXAMPLE: 6 OZ GOURMET COFFEE

THE SMART WAY

- **Use a local roaster.** Local coffee with your label feels personal.
- **Put a line on the label.** Something they'll read with every cup.
- **Send it with a mug.** Coffee plus a good mug is a complete gift.

PERFECT FOR

Realtors · Financial planners · Insurance agents · B2B client gifts · Coffee shops

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/coffee-bags →

⚠ Do not make this mistake Don't give stale coffee. KEEP IT FRESH.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA **163**

UNDER $15 · USED DAILY AT THE DESK

$6 to $15 each

Journals.

Used daily at the desk. Choose quality paper and a subtle logo.

A good journal sits on the desk and goes to every meeting.

THE SMART WAY

- **Pick quality paper.** Thin paper that bleeds gets left behind.
- **Keep the logo subtle.** A debossed logo looks like a gift, not an ad.
- **Give it at the start.** A new client, a new hire, a new year.

PERFECT FOR

Financial planners · Law firms · B2B companies · Schools & colleges · Conferences



EXAMPLE: REFILLABLE LEATHERETTE JOURN...

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/journals →

⚠ Do not make this mistake Don't give a cheap journal with a giant logo. QUALITY PAPER. SUBTLE LOGO.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **164**

UNDER $25 · USED CONSTANTLY IN THE KITCHEN

$6 to $18 each

Cutting Boards.

Used constantly in the kitchen. Engrave them as closing gifts or kitchen remodel thank-yous.

A cutting board gets used almost every day, and a nice one gets left out on the counter.

THE SMART WAY

- **Engrave it for the closing.** The family name and the year, with your name small.
- **Kitchen remodelers: the finishing touch.** A board on the new counter.
- **Pick a gift box for clients.** It arrives looking like a gift.

PERFECT FOR

Realtors (closing gifts) · Mortgage brokers · Kitchen remodelers · Restaurants & caterers · Contractors



EXAMPLE: 11" TWO-TONE CUTTING BOARD

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/cutting-boards →

⚠ Do not make this mistake Don't put a giant logo on a cutting board. MAKE IT ABOUT THEM.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 165

UNDER $25 · WORN ON EVERY JOB

Hi-Vis Safety Vests.

$6 to $20 each

Safety gear people must wear anyway. Brand your crew's vests, and every job site shows your name.

On a job site, the vest is the first thing anyone sees. Make it say who you are.



EXAMPLE: FULL-COLOR REFLECTIVE VEST

THE SMART WAY

- **Brand your own crew.** Your name on every vest on every job site.
- **Pick the right class.** Some jobs require ANSI Class 2. Check before you order.
- **Put your name on the back.** That's what people see when the crew is working.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/hi-vis-safety-vests →

PERFECT FOR

Construction companies · Contractors · Property managers · Schools (crossing guards) · Event staff

⚠ Do not make this mistake Don't buy the wrong safety class. CHECK THE CLASS.

FROM THE BOOK · CHAPTER 20: DRESS THE PART

IDEA 166

UNDER $15 · USEFUL WHEN THE POWER GOES OUT

Camping Lanterns.

$6 to $20 each

Useful in power outages and on camping trips. A lantern with your name is there when people need help.

A lantern lives in the garage or the emergency closet, and comes out when it's dark and things go wrong.



EXAMPLE: POP-UP FLAME LANTERN

THE SMART WAY

- **Insurance agents: it's your message.** Being ready when things go wrong is what you sell.
- **Give it before storm season.** Fall, before the first big storm.
- **Pick a collapsible one.** It stores small and lasts.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/camping-lanterns →

PERFECT FOR

Insurance agents · Outdoor & camping shops · Utilities · Realtors · Financial planners

⚠ Do not make this mistake Don't give a lantern that dies in a week. PICK ONE THAT WORKS.

FROM THE BOOK · CHAPTER 9: THE SILENT CALL TO ACTION

IDEA 167

UNDER $25 · WORN DURING EVERY WORKOUT

Performance T-Shirts.

$7 to $18 each

Worn during every workout. It costs a little more than cotton, and it gets worn a lot more.

A performance shirt goes to the gym, the run and the game, every week.



EXAMPLE: TEAM 365® ZONE PERFORMANCE ...

THE SMART WAY

- **Use them for fun runs and gym members.** That's where people actually sweat in them.
- **Make the design worth wearing.** A great race shirt gets worn for years.
- **Order a size mix.** Athletic fits run small. Plan for it.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/performance-t-shirts →

PERFECT FOR

Gyms & trainers | Fun runs & 5Ks | Schools & teams | Physical therapists | Nonprofits

⚠ Do not make this mistake Don't hand out cotton for a race. GIVE THEM ONE THEY'LL SWEAT IN.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 168

UNDER $30 · BROUGHT OUT EVERY COOKOUT

BBQ Tools.

$7 to $20 each

Brought out every cookout, in front of family and friends. Great for summer client gifts and Father's Day.

A good BBQ set gets used all summer, every summer, at the center of the party.



EXAMPLE: 3-PIECE BBQ TOOL SET

THE SMART WAY

- **Send them before summer.** Memorial Day and Father's Day are the moments.
- **Realtors: the first cookout.** A set for the new backyard.
- **Pick quality stainless.** Cheap tools bend on the first steak.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/bbq-tools →

PERFECT FOR

Realtors | Mortgage brokers | Restaurants & BBQ joints | Butchers & meat markets | Hardware stores

⚠ Do not make this mistake Don't give BBQ tools in December. BEAT THE FIRST COOKOUT.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 169

UNDER $25 · AN ELEGANT GIFT PEOPLE KEEP

Wine Accessories.

$7 to $20 each

An elegant gift people keep. Pair one with a bottle for a closing or the holidays.

Wine accessories get used at every dinner party and holiday, and a nice set stays on the bar for years.



EXAMPLE: 4 PIECE BAMBOO WINE TOOL SET

THE SMART WAY

- **Pair it with a bottle.** For closings and holiday gifts.
- **Engrave it.** An engraved set looks like it came from a gift shop.
- **Know your client.** Not everyone drinks. Have another gift ready.

PERFECT FOR

Realtors (closing gifts) · Financial planners · Wineries · Hotels · Event venues

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/wine-accessories →

⚠ Do not make this mistake Don't assume everyone drinks. KNOW YOUR CLIENT.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA 170

UNDER $30 · WORN ON WEEKENDS

Premium T-Shirts.

$8 to $20 each

Soft shirts get worn on weekends, not just at work. Spend the extra on a shirt people will choose to wear.

A soft tri-blend tee becomes somebody's favorite shirt, and gets worn everywhere.



EXAMPLE: AMERICAN APPAREL® TRI-BLEND ...

THE SMART WAY

- **Spend the extra.** A soft shirt gets worn on weekends. A stiff one doesn't.
- **Make the design one people want.** Small, clean and good-looking.
- **Give them to your fans.** Your best customers wear it, and that's a referral.

PERFECT FOR

Every business · Breweries & coffee shops · Gyms & studios · Tech companies · Retail & boutiques

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/premium-t-shirts →

⚠ Do not make this mistake Don't put a cheap design on a premium shirt. MAKE IT THEIR FAVORITE SHIRT.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 171

UNDER $60 · USED DAILY ON DESKS AND IN CARS

Insulated Tumblers.

$8 to $25 each

Used every day, on desks and in cars. Everyone already has one, so choose a quality brand people are proud to carry.

A good tumbler goes everywhere: the commute, the office, the job site, the game.



EXAMPLE: TITUS® 20 OZ INSULATED TUMBLER

THE SMART WAY

- **Pick a brand people are proud to carry.** A YETI® gets used every day.
- **Keep the logo clean.** A small laser-engraved logo looks premium.
- **Save the premium ones for your best.** Top customers and referral sources.

PERFECT FOR

Every business · Realtors · Financial planners · Contractors · Car dealers

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/insulated-tumblers →

⚠ Do not make this mistake Don't give a cheap tumbler that sweats or leaks. MAKE IT ONE THEY CARRY.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 172

UNDER $15 · WORN RIGHT AT EYE LEVEL

Baseball Caps.

$8 to $25 each

Worn outdoors, right at eye level. Embroider a clean logo on a cap style people already like.

A cap is worn outside, at the game, on the job and in the car, right where everyone looks.



EXAMPLE: VALUCAP® CLASSIC DAD HAT

THE SMART WAY

- **Pick a style people already like.** Trucker, dad hat or a classic snapback.
- **Embroider a clean logo.** Small and clean beats big and busy.
- **Give your crew matching caps.** Your team looks like a team.

PERFECT FOR

Every business · Contractors & crews · Landscapers · Golf courses · Breweries

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/baseball-caps →

⚠ Do not make this mistake Don't pick a cap style nobody wears. PICK A CAP THEY'D BUY.

FROM THE BOOK · CHAPTER 4: KNOW WHO YOU'RE TALKING TO

IDEA 173

UNDER $25 · WORN ALL WINTER

Beanies.

$8 to $25 each

Worn all winter, on every head that's cold. A fall gift for crews and cold-weather customers.

A beanie goes on in November and doesn't come off until spring.



EXAMPLE: SPORTSMAN® CUFFED BEANIE

THE SMART WAY

- **Give them in the fall.** Hand them out before the first cold morning, not after.
- **Embroider the cuff.** A clean stitched logo on the cuff looks like it came from the store.
- **Use your colors.** A beanie knit in your colors is a walking billboard.

PERFECT FOR

Construction & contractors · Schools & teams · Breweries · Ski & outdoor shops · Landscapers & snow removal

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/beanies →

⚠ Do not make this mistake Don't hand out beanies in May. TIME IT FOR THE COLD.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 174

UNDER $25 · KEPT IN THE TRUNK FOR YEARS

Roadside Emergency Kits.

$8 to $25 each

Kept in the trunk for years, and a lifesaver the day it's needed. Your name is there on the worst day of their year.

Nobody throws away a roadside kit. It goes in the trunk and stays there.



EXAMPLE: PRIME AUTO KIT

THE SMART WAY

- **Insurance agents and dealers.** It fits your business. You're the one who helps when something goes wrong.
- **Give it with the keys or the policy.** A new car or a new policy is the right moment.
- **Pick a real kit.** Jumper cables and a flashlight that works. A flimsy kit fails on the worst day.

PERFECT FOR

Insurance agents · Car dealers · Auto repair & tire shops · Towing · Realtors

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/roadside-emergency-kits →

⚠ Do not make this mistake Don't give a kit that fails when it's needed. PICK ONE THAT WORKS.

FROM THE BOOK · CHAPTER 22: WELCOME THEM LIKE YOU MEAN IT

IDEA 175

UNDER $25 · COZY AND PERSONAL

Candles.

$8 to $25 each

Cozy and personal. Pick a mild, popular scent and a custom label.

A candle sits on a counter or a nightstand for months, and gets lit on the nights people relax.



EXAMPLE: 8 OZ CANDLE IN A GIFT BOX

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/candles →

THE SMART WAY

- **Pick a mild, popular scent.** Vanilla, linen, citrus. Scents are personal, so play it safe.
- **Make the label look good.** A clean custom label makes it look like it came from a boutique.
- **Realtors: one for the new house.** The first candle lit in the new home has your name on it.

PERFECT FOR

Realtors · Salons & spas · Hotels & B&Bs · Financial planners · Interior designers

⚠ Do not make this mistake Don't pick a strong scent. KEEP THE SCENT MILD.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 176

UNDER $20 · A LONGER SEASON

Long-Sleeve T-Shirts.

$9 to $20 each

A bigger print area and a longer season than a tee. Great for fall events and crew uniforms.

Long sleeves get worn from fall into spring, months after the short sleeves are put away.



EXAMPLE: GILDAN® ULTRA COTTON® LONG ...

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/long-sleeve-t-shirts →

THE SMART WAY

- **Use the sleeve.** A logo on the chest and your website down the arm.
- **Fall events and crews.** Fall festivals, cool mornings, outdoor crews.
- **Pick a soft shirt.** The soft ones get worn. The scratchy ones become rags.

PERFECT FOR

Every business · Construction & landscaping crews · Schools & teams · Fun runs & fall events · Breweries

⚠ Do not make this mistake Don't print a giant ad on it. MAKE IT WEARABLE.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 177

UNDER $25 · HANGS ON THE BAG EVERY ROUND

Golf Towels.

$10 to $25 each

Hangs on the bag for every round. A tournament staple, and great in sponsor gift bags.

A golf towel gets used on every hole, and hangs where the whole foursome sees it.



EXAMPLE: COTTON GOLF TOWEL WITH CAR...

THE SMART WAY

- **Put them in the tournament bag.** The sponsor gift every golfer uses that day.
- **Pick one with a clip or magnet.** If it hangs on the bag, it gets used.
- **Give them to golfers only.** A golf towel for a non-golfer is a dust rag.

PERFECT FOR

Financial planners · Insurance agents · Banks · Law firms · Golf courses

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/golf-towels →

⚠ Do not make this mistake Don't give golf gifts to people who don't golf. KNOW YOUR GOLFERS.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 178

UNDER $25 · PEOPLE ACTUALLY WANT THEM

Bucket Hats.

$10 to $25 each

Trendy, and people actually want them. Great for summer events and younger crowds.

Bucket hats are back, and the people who want them wear them everywhere.



EXAMPLE: COTTON BUCKET HAT

THE SMART WAY

- **Summer events and younger crowds.** Festivals, beach days, concerts.
- **Make it fun.** A full-color print beats a plain logo.
- **Know your crowd.** The style isn't for everyone. Pick the right audience.

PERFECT FOR

Breweries · Surf & retail shops · Schools & colleges · Hotels & resorts · Music festivals & events

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/bucket-hats →

⚠ Do not make this mistake Don't give a trendy hat to the wrong crowd. KNOW YOUR CROWD.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 179

UNDER $25 · A HUGE IMPRINT IN PUBLIC

Beach Towels.

$10 to $25 each

A huge imprint, laid out in public. Great for pools, resorts and swim teams.

A beach towel is the biggest ad you can give away, and it gets spread out where everyone can see it.



EXAMPLE: LOOP TERRY BEACH TOWEL

THE SMART WAY

- **Use the whole towel.** A big, bold design. This is the place to go big.
- **Pools, resorts and swim teams.** Give it where it gets used.
- **Give them before summer.** Not after the pools close.

PERFECT FOR

Hotels & resorts · Swim schools & teams · Pools & gyms · Realtors in beach towns · Summer camps

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/beach-towels →

⚠ Do not make this mistake Don't give a thin, cheap towel. PICK ONE THEY KEEP.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA 180

UNDER $30 · RESCUES A DYING PHONE

Power Banks.

$10 to $30 each

Rescues people when their phone is dying. Buy from a reputable vendor, because a dead power bank reflects on you.

A dying phone is a small emergency. The power bank that saves it gets remembered.



EXAMPLE: GUILD 5000MAH POWER BANK

THE SMART WAY

- **Buy a safe, certified one.** UL-listed from a real vendor. A cheap battery is a risk.
- **Built-in cables.** No hunting for the right cord.
- **Charge it before you give it.** A gift that works right away gets used right away.

PERFECT FOR

Financial planners · Insurance agents · Realtors · Schools & colleges · Doctors & hospitals

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/power-banks →

⚠ Do not make this mistake Don't buy a cheap battery. BUY QUALITY.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **181**

$10 to $35 each

UNDER $35 · A FUN, HIGH-VALUE GIFT

Bluetooth Speakers.

A fun, high-value gift. Use them as raffle or VIP prizes.

A speaker feels like a real gift, and it gets used at the backyard, the beach and the job site.

THE SMART WAY

- **Raffle and VIP prizes.** One speaker draws a crowd to the booth.
- **A name brand gets kept.** A JBL® is a prize. A no-name is a disappointment.
- **Pick a rugged one.** Waterproof for the beach, the boat and the job site.

PERFECT FOR

Gyms | Breweries | Schools & colleges | Car dealers | Realtors



EXAMPLE: YUKON OUTDOOR BLUETOOTH SP...

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/bluetooth-speakers →

⚠ Do not make this mistake Don't give a speaker that sounds bad. PICK ONE THAT SOUNDS GOOD.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **182**

$10 to $35 each

UNDER $35 · USED EVERY WORKDAY

Insulated Lunch Coolers.

Used every workday. Great for crews and healthcare workers.

A lunch cooler goes to work every day, and sits in the break room where everyone sees it.

THE SMART WAY

- **Crews and healthcare workers.** Long shifts mean packed lunches.
- **Pick a sturdy one.** It gets thrown in a truck every day.
- **Big enough for a real lunch.** Long shifts need a big bag.

PERFECT FOR

Construction & contractors | Hospitals & nurses | Schools & teachers | Utilities | Your own crew



EXAMPLE: BELLEVUE LUNCH TOTE

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/insulated-lunch-coolers →

⚠ Do not make this mistake Don't give a flimsy bag. BUY STURDY.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **183**

UNDER $40 · GUIDES PEOPLE WHERE YOU WANT THEM

Floor Decals.

$10
to $40 each

Floor decals guide people right where you want them. Point the way to your counter, your sale or your booth.

People look down when they walk. A decal on the floor gets read by everyone who steps on it.

HOW TO DO IT

- **Pick the spot.** The entrance, the path to the counter, or right in front of the sale.
- **Write a short line.** Three to six words. They read it in one step.
- **Use a floor-rated material.** Non-slip, laminated vinyl made for foot traffic. Your local sign shop has it.

PERFECT FOR

Retail stores · Gyms · Restaurants · Trade show booths · Car dealers

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/floor-decals →

⚠ Do not make this mistake Don't use regular stickers on the floor. USE FLOOR-RATED VINYL.

IDEA **184**

UNDER $30 · POLISHED UNIFORMS

Polo Shirts.

$12
to $30 each

Polished uniforms and golf gifts. Embroider them for staff who meet customers.

A polo makes your team look professional the moment they walk in.

THE SMART WAY

- **Embroider it.** A stitched logo on the chest looks professional.
- **Staff who meet customers.** The front desk, the sales floor, the service call.
- **A brand name for golf gifts.** Callaway® or Nike® gets worn on the course.

PERFECT FOR

Financial planners · Insurance agents · Car dealers · Retail staff · Doctors & dentists



EXAMPLE: CORE365® PERFORMANCE POLO

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/polo-shirts →

⚠ Do not make this mistake Don't buy a polo that looks cheap. LOOK THE PART.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 185

UNDER $35 A DOZEN · GOLFERS LOVE PREMIUM BALLS

Golf Balls.

$12
to $35 per dozen

Golfers love premium balls. Go premium, because cheap balls look cheap.

A golfer plays a premium ball and notices the logo on every shot.

THE SMART WAY

- **Go premium.** Titleist® or Callaway®. Cheap balls go in the range bucket.
- **Give them to golfers only.** Know who plays.
- **Tournament gifts.** A sleeve in every gift bag.

PERFECT FOR

Financial planners | Insurance agents | Law firms | Banks | Charity tournaments



EXAMPLE: GOLF BALL, MARKER & TEE TUBE

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/golf-balls →

⚠ Do not make this mistake Don't give cheap golf balls. GO PREMIUM.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 186

UNDER $40 · A UNIFORM AND AN AD IN ONE

Aprons.

$15
to $40 each

A uniform and an ad in one. Pick durable fabric and a design your staff likes wearing.

An apron makes your team look like a team, and every customer reads it.

THE SMART WAY

- **Pick durable fabric.** It gets washed constantly. Canvas and twill last.
- **A design your staff likes.** If they like wearing it, customers notice.
- **Pockets matter.** Pens, order pads, tools. Ask your team.

PERFECT FOR

Restaurants & cafes | Breweries | Salons & barbers | Retail shops | Farmers' markets



EXAMPLE: PORT AUTHORITY® BIB APRON

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/aprons →

⚠ Do not make this mistake Don't buy aprons your staff hates. ASK YOUR STAFF.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 187

UNDER $40 · THE WHOLE OFFICE SHARES IT

Popcorn Tins.

$15 to $40 each

The whole office shares it. Send it to a client's office during the holidays.

A popcorn tin sits in the break room for a week, and everyone in the office sees your name.



EXAMPLE: GALLON POPCORN TRIO TIN

THE SMART WAY

- **Send it to the office.** The whole team shares it, and the whole team sees your name.
- **Holidays, or better yet, off-season.** Arrive in January, when nobody else does.
- **Add a note.** A short thank-you on the lid.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/popcorn-tins →

PERFECT FOR

Financial planners · Realtors · Mortgage brokers · Insurance agents · Staffing agencies

⚠ Do not make this mistake Don't send it to one person at home. SEND IT TO THE OFFICE.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA 188

UNDER $40 · BROUGHT TO EVERY GAME

Folding Chairs.

$15 to $40 each

Brought to every game and campout. Youth sports parents love them.

A folding chair goes to every soccer game, every concert and every campout.



EXAMPLE: FOLDING CHAIR WITH CUP HOLDE...

THE SMART WAY

- **Youth sports parents.** They sit on the sideline every weekend.
- **Pick a sturdy one.** A chair that breaks is a bad memory.
- **Logo on the back.** That's the side everyone sees.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/folding-chairs →

PERFECT FOR

Realtors · Schools & youth sports · Breweries · Car dealers · Insurance agents

⚠ Do not make this mistake Don't give a chair that collapses. BUY STURDY.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 189

UNDER $40 · COZY AND USED FOR YEARS

Stadium Blankets.

$15 to $40 each

Cozy and used for years. A fall gift for football season.

A blanket goes to every cold game, and then lives on the couch all winter.



EXAMPLE: STADIUM BLANKET

THE SMART WAY

- **Fall gifts and football season.** Hand them out before the cold games.
- **Pick a soft one.** The soft ones get used. The scratchy ones go in the closet.
- **Keep the logo tasteful.** It's going on the couch. Small and classy.

PERFECT FOR

Schools & teams | Realtors | Financial planners | Insurance agents | Banks

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/stadium-blankets →

⚠ Do not make this mistake Don't give a thin, scratchy blanket. PICK SOFT.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 190

UNDER $45 · YOUR NAME ON THE TEAM

Sports Jerseys.

$15 to $45 each

Your name on the team everyone cheers for. Sponsor a league and put your logo on the back.

Every parent, grandparent and friend at the game sees the sponsor on the jersey.



EXAMPLE: CUSTOM BASEBALL JERSEY

THE SMART WAY

- **Sponsor a league.** Your logo on the back of every jersey.
- **Get sizes and numbers right.** Collect them early. Mistakes are expensive.
- **Show up to the games.** The jersey opens the door. Being there builds the relationship.

PERFECT FOR

Restaurants & pizza shops | Realtors | Car dealers | Breweries (adult leagues) | Dentists & orthodontists

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/sports-jerseys →

⚠ Do not make this mistake Don't collect sizes at the last minute. COLLECT SIZES EARLY.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 191

UNDER $45 · KEPT FOR YEARS

Sweatshirts.

$18 to $45 each

Cozy favorites people keep for years. Great fall and holiday gifts for the team.

A good sweatshirt becomes someone's favorite, and favorites get worn for years.



EXAMPLE: GILDAN® HEAVY BLEND™ CREW

THE SMART WAY

- **Fall and holiday gifts.** The team gift everyone actually wears.
- **Make a design people want.** A good design, not a giant ad.
- **Pick a soft one.** Comfort Colors® and Champion® get kept.

PERFECT FOR

Every business | Schools & teams | Breweries | Gyms | Your own staff

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/sweatshirts →

⚠ Do not make this mistake Don't print a giant ad on it. MAKE IT A FAVORITE.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA 192

UNDER $45 · A PROFESSIONAL LOOK EVERY DAY

Scrubs.

$20 to $45 each

A professional look every day. Embroider names and your logo.

Matching scrubs make your team look like a team, and patients notice.



EXAMPLE: CHEROKEE® UNISEX SCRUB TOP

THE SMART WAY

- **Embroider names and your logo.** Patients remember the person and the practice.
- **Get sizes right.** Have your team try them on.
- **Pick a stretchy fabric.** Comfortable all shift long.

PERFECT FOR

Doctors & dentists | Veterinarians | Groomers | Salons & spas | Physical therapists

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/scrubs →

⚠ Do not make this mistake Don't guess on sizes. GET THE SIZES RIGHT.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **193**

UNDER $50 · CARRIED TO THE GYM AND ON TRIPS

Duffel Bags.

$20 to $50 each

Carried to the gym and on every trip. Great team bags and employee rewards.

A duffel goes to the gym, the game and the airport, and your logo goes with it.



EXAMPLE: ATCHISON® CENTER COURT DUFF...

THE SMART WAY

- **Team bags.** One for every player. The whole team carries your name.
- **Employee rewards.** A nice bag for your best people.
- **Pick a size people use.** A gym bag gets used. A giant one sits in the closet.

PERFECT FOR

Gyms · Schools & teams · Financial planners · Insurance agents · Car dealers

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/duffel-bags →

⚠ Do not make this mistake Don't buy a bag that rips. BUY ONE THAT LASTS.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA **194**

UNDER $55 · ONE OF THE MOST-WORN ITEMS ANYONE OWNS

Hoodies.

$20 to $55 each

One of the most-worn things anyone owns. Make a hoodie people would buy on their own.

A favorite hoodie gets worn three times a week, for years.



EXAMPLE: GILDAN® HEAVY BLEND™ HOODIE

THE SMART WAY

- **Make one they'd buy.** A great design on a soft hoodie. Not a giant ad.
- **Pick a soft one.** The soft ones get worn. The scratchy ones get donated.
- **Your team first.** Your staff wearing it around town is free advertising.

PERFECT FOR

Every business · Gyms · Schools & teams · Breweries · Auto repair shops

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/hoodies →

⚠ Do not make this mistake Don't print a giant ad on a cheap hoodie. MAKE ONE THEY'D BUY.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA 195

$20 to $60 each

UNDER $60 · MAKES YOUR CREW LOOK PROFESSIONAL

Chef Coats & Work Shirts.

Makes your crew look professional. Brand every shirt your crew wears in front of customers.

A crew in matching branded shirts looks like a real business the moment they walk in.



EXAMPLE: SOUTH BEACH CHEF COAT

THE SMART WAY

- **Every shirt in front of customers.** If they meet customers, they wear the logo.
- **Add a name.** A name on the chest makes your crew easy to remember.
- **Get sizes right.** Have your crew try them on.

PERFECT FOR

Restaurants & caterers · Auto repair shops · Plumbers & HVAC · Electricians · Cleaning services

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/chef-coats-and-work-shirts →

⚠ Do not make this mistake Don't let your crew show up in old, faded shirts. REPLACE THEM ON TIME.

FROM THE BOOK · CHAPTER 20: DRESS THE PART

IDEA 196

$20 to $60 each

UNDER $60 · SITS ON THE DESK EVERY DAY

Wireless Chargers.

Sits on the desk every day. Pick one that works with most phones.

A wireless charger gets used every time they set down their phone.



EXAMPLE: LOUNGEPAD WIRELESS CHARGIN...

THE SMART WAY

- **Pick one that works with most phones.** Check that it works with both iPhone and Android.
- **A stand beats a pad.** A stand keeps your logo facing them all day.
- **Desk gifts for clients.** It sits on the desk where they work every day.

PERFECT FOR

Financial planners · Insurance agents · Realtors · Law firms · Banks

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/wireless-chargers →

⚠ Do not make this mistake Don't buy one that doesn't charge their phone. CHECK IT WORKS.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 197

UNDER $80 · CARRIED EVERY DAY

Backpacks.

$20
to $80 each

Carried every day to work or school. Great onboarding gifts for new hires.

A backpack goes everywhere: the office, the airport, the classroom.



EXAMPLE: GRAPHITE DELUXE LAPTOP BACK...

THE SMART WAY

- **Onboarding gifts.** A new hire's first day starts with a bag full of your brand.
- **Pick a laptop backpack.** It gets used every workday.
- **Keep the logo small.** A clean logo on a nice bag.

PERFECT FOR

Financial planners | Insurance agents | Schools & colleges | Doctors & hospitals | Tech companies

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/backpacks →

⚠ Do not make this mistake Don't buy a backpack that looks cheap. BUY ONE THEY'LL CARRY.

FROM THE BOOK · CHAPTER 22: WELCOME THEM LIKE YOU MEAN IT

IDEA 198

UNDER $100 · THE GAME EVERYBODY'S PLAYING

Pickleball Paddle Sets.

$20
to $95 per set

The fastest-growing game around, with your name on the paddle. A gift people actually use, every week, in front of their friends.

Pickleball players play a lot, and they play in groups.



EXAMPLE: FIBERGLASS PADDLE SET WITH BAG

THE SMART WAY

- **Give it to players.** Ask your best customers if they play. The ones who do will love it.
- **Sponsor a league night.** Paddles for the winners, your banner on the fence.
- **Put your name on the face.** That's the side everyone across the net sees.

PERFECT FOR

Financial planners | Insurance agents | Realtors | Dentists & doctors | Physical therapists

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/pickleball-paddle-sets →

⚠ Do not make this mistake Don't buy the cheapest paddles for serious players. MATCH THE PADDLE TO THE PLAYER.

FROM THE BOOK · CHAPTER 4: KNOW WHO YOU'RE TALKING TO

IDEA 199

UNDER $60 · POLISHED AND WORN OFTEN

Quarter-Zip Pullovers.

$25 to $60 each

Polished and worn often. Embroider a subtle logo on the chest.

A quarter-zip is office-friendly and weekend-friendly, so it gets worn a lot.



EXAMPLE: CORE365® PIQUÉ QUARTER-ZIP

THE SMART WAY

- **A subtle logo on the chest.** Small and embroidered. It looks like it came from the store.
- **Staff who meet clients.** A polished look for the front of the house.
- **A name brand for top clients.** Peter Millar® is a gift people wear proudly.

PERFECT FOR

Financial planners · Insurance agents · Realtors · Banks · Golf tournaments

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/quarter-zip-pullovers →

⚠ Do not make this mistake Don't put a big logo on a nice pullover. KEEP THE LOGO SUBTLE.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA 200

UNDER $60 · USED AT EVERY OUTING

Picnic Blankets.

$25 to $60 each

Used at every outing. Great summer client gifts.

A picnic blanket comes out at the park, the beach and every outdoor concert.



EXAMPLE: CARRY-IT™ PICNIC THROW

THE SMART WAY

- **Summer client gifts.** Give it before summer, not after.
- **Pick one that packs up.** A strap or a bag means it lives in the trunk.
- **Water-resistant is worth it.** Damp grass ruins a cheap blanket.

PERFECT FOR

Realtors · Hotels & resorts · Wineries · Financial planners · Insurance agents

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/picnic-blankets →

⚠ Do not make this mistake Don't hand out blankets in November. TIME IT FOR SUMMER.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **201**

UNDER $75 · USED AT EVERY OUTING

Premium Coolers.

$25 to $75 each

Used at every outing. VIP gifts for your best customers.

A good cooler goes to every game, beach day and backyard party.



EXAMPLE: IGLOO® PLAYMATE ELITE 16 QT

THE SMART WAY

- **VIP gifts for your best customers.** Save the YETI® for the ones who send you the most business.
- **Pick a brand they know.** Igloo® and YETI® get kept. No-names get left at the curb.
- **Raffle one.** A big cooler draws a crowd to the booth.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/premium-coolers →

PERFECT FOR

Breweries · Realtors · Car dealers · Insurance agents · Hotels & resorts

⚠ Do not make this mistake Don't give a cooler that doesn't keep ice. BUY A REAL COOLER.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA **202**

UNDER $75 · A POLISHED GIFT FOR IMPORTANT CLIENTS

Executive Gift Sets.

$25 to $75 each

A polished gift for important clients. Personalize the set with the client's name.

A boxed set looks like a real gift, not a giveaway.



EXAMPLE: NOTEBOOK & PENS GIFT SET

THE SMART WAY

- **Put their name on it.** A personalized set feels made for them, not ordered by the box.
- **Hand-deliver it.** With a handwritten note.
- **Give it at a milestone.** Closing, anniversary, renewal.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/executive-gift-sets →

PERFECT FOR

Financial planners · Insurance agents · Mortgage brokers · Realtors · Law firms

⚠ Do not make this mistake Don't give the same generic box to everyone. MAKE IT PERSONAL.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA **203**

UNDER $100 · YOUR NAME READ OUT LOUD

Donate to a Local Raffle.

$25
to $100 a donation

Your name gets read out and printed in the program. Donate your own product or service, so the winner becomes a customer.

Schools, churches and charities run raffles all year, and they need prizes.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/donate-to-a-local-raffle →

HOW TO DO IT

- **Donate what you sell.** A free oil change, a dinner for two, a month at the gym. The winner becomes a customer.
- **Make it look like a prize.** A nice certificate in an envelope, or a basket with your logo on it.
- **Put an expiration date on it.** Ninety days gets them in the door.

PERFECT FOR

Restaurants | Salons & spas | Auto repair shops | Gyms | Car washes

⚠ Do not make this mistake Don't donate a random gift card. DONATE WHAT YOU SELL.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA **204**

UNDER $100 A DAY · HUNDREDS OF LOCALS WALK PAST

Get a Farmers' Market Booth.

$25
to $100 a day

Hundreds of locals walk right past you. Offer samples or a quick free check, and collect emails.

The farmers' market is full of local people who like supporting local businesses.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/get-a-farmers-market-booth →

HOW TO DO IT

- **Book a spot.** Call the market manager. Many have a spot for local businesses.
- **Give them a reason to stop.** A sample, a quick free check, a drawing.
- **Collect emails.** A drawing for a prize is the easiest way.

PERFECT FOR

Restaurants & bakeries | Salons & spas | Landscapers & garden centers | Chiropractors & dentists | Pet groomers & vets

⚠ Do not make this mistake Don't just sit behind the table. STAND UP. COLLECT EMAILS.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA **205**

UNDER $150 A MONTH · READ BY LOYAL FAMILIES

Advertise in Church & School Bulletins.

$25
to $150 a month

Cheap, local and read by loyal families. Run it all year, because repetition in the same place builds trust.

Families read the bulletin every week, and they like supporting the businesses that support their church or school.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/advertise-in-church-and-school-bulletins →

HOW TO DO IT

- **Call the office.** Ask about bulletin, newsletter or yearbook ads.
- **Keep the ad simple.** Your name, what you do, your phone number and one reason to call.
- **Mention the connection.** “Proud supporters of St. Mary’s” builds instant trust.

PERFECT FOR

Auto repair shops · Plumbers & HVAC · Financial planners · Insurance agents · Realtors

⚠ Do not make this mistake Don’t run it once and quit. RUN IT ALL YEAR.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA **206**

UNDER $80 · WORN WHEN THE WEATHER’S WORST

Rain Jackets.

$30
to $80 each

Worn when the weather’s worst. Great for crews who work outdoors.

Your crew is out in the rain anyway. A branded jacket keeps them dry and keeps your name visible.



EXAMPLE: PORT AUTHORITY® ESSENTIAL R...

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/rain-jackets →

THE SMART WAY

- **Crews who work outdoors.** Dry crews work better and look better.
- **Hi-vis near traffic.** Safety first for anyone working by the road.
- **Logo on the back.** Big enough to read from across the street.

PERFECT FOR

Landscapers · Auto repair & towing · Utilities · Golf courses · Delivery drivers

⚠ Do not make this mistake Don’t buy a jacket that leaks. BUY WATERPROOF.

FROM THE BOOK · CHAPTER 20: DRESS THE PART

IDEA **207**

UNDER $100 · A CONVERSATION STARTER

Branded Sneakers.

$30
to $100 per pair

A memorable, conversation-starting gift. Use them to reward top performers.

Nobody expects custom sneakers. Everyone asks where they came from.

THE SMART WAY

- **Reward top performers.** The top seller, the employee of the year.
- **Get sizes right.** Ask, don't guess.
- **Make the design fun.** Your colors and a smart design, not a giant logo.

PERFECT FOR

Gyms | Retail stores | Realtors | Financial planners | Sales teams



EXAMPLE: CUSTOM WHITE SNEAKERS

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/branded-sneakers →

⚠ Do not make this mistake Don't guess on shoe sizes. ASK FOR SIZES.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA **208**

UNDER $90 · STYLISH AND WORN ALL FALL

Puffer Vests.

$35
to $90 each

Stylish and worn all fall. Reward your team and your best clients.

A puffer vest is the fall uniform: the office, the game, the weekend.

THE SMART WAY

- **Reward your team.** A gift they'll wear all fall.
- **Your best clients.** A name-brand vest is a gift people show off.
- **Small logo on the chest.** Embroidered and subtle.

PERFECT FOR

Financial planners | Realtors | Insurance agents | Banks | Car dealers



EXAMPLE: PORT AUTHORITY® PUFFER VEST

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/puffer-vests →

⚠ Do not make this mistake Don't give a vest in the spring. TIME IT FOR FALL.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA 209

UNDER $100 · WORN FOR YEARS

Soft-Shell Jackets.

$40
to $100 each

A premium jacket people wear for years. Reward long-time employees or key clients.

A soft shell is warm, light and good-looking enough to wear anywhere.



EXAMPLE: EDDIE BAUER® STRETCH SOFT SH...

THE SMART WAY

- **Reward long-time employees.** Five years with you deserves a great jacket.
- **Key clients.** A premium jacket for the people who keep you in business.
- **Embroider a small logo.** It looks like it came from the store.

PERFECT FOR

Financial planners · Insurance agents · Realtors · Car dealers · Banks

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/soft-shell-jackets →

⚠ Do not make this mistake Don't put a giant logo on a premium jacket. KEEP IT CLASSY.

FROM THE BOOK · CHAPTER 23: CELEBRATE THEIR MILESTONES, NOT YOURS

IDEA 210

UNDER $100 A PAIR · A MOVING AD

Car Door Magnets.

$40
to $100 a pair

Turns your personal car into a moving ad. Your first step before full vehicle lettering.

You drive all over town anyway. Magnets put your name in front of everyone you pass.

HOW TO DO IT

- **Keep it short.** Your name, what you do and your phone number. Readable at a stoplight.
- **Make it big.** Big letters, high contrast. Fancy fonts don't read from the next lane.
- **Use a thick, quality magnet.** Thin magnets blow off on the freeway. Your local sign shop has the good ones.

PERFECT FOR

Plumbers & HVAC · Electricians · Landscapers · Pet groomers & sitters · Realtors

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/car-door-magnets →

⚠ Do not make this mistake Don't cram everything on the magnet. KEEP IT SHORT.

IDEA 211

UNDER $150 · BIG, BOLD AND REUSABLE

Vinyl Banners.

$40 to $150 each

Big, bold and reusable. Use them for grand openings, events and job-site fences.

A banner is the cheapest way to make your name big.

HOW TO DO IT

- **One message per banner.** “Grand Opening.” “Now Hiring.” “Free Estimates.” One idea, big.
- **Make the letters huge.** If they can’t read it from across the street, it’s too small.
- **Ask for grommets and wind slits.** Your sign shop will know. It keeps the banner from tearing in the wind.

PERFECT FOR

Grand openings | Restaurants | Retail stores | Gyms | Schools & teams

SCAN OR CLICK

The step-by-step, a script you can copy and an AI prompt

yourmarketinghandbook.com/vinyl-banners →

⚠ Do not make this mistake Don’t put your whole menu on a banner. ONE MESSAGE. BIG LETTERS.

IDEA 212

UNDER $150 · WORN FOR YEARS

Work Jackets.

$50 to $150 each

Tough jackets crews wear for years. Pick a brand your crew respects.

A good work jacket gets worn every cold day, for years.

THE SMART WAY

- **Pick a brand your crew respects.** Carhartt® gets worn. A cheap jacket gets left in the truck.
- **Logo on the back.** Everyone behind them in line reads it.
- **Give it before winter.** Not after the first freeze.

PERFECT FOR

Auto repair & towing | Plumbers & HVAC | Electricians | Landscapers | Utilities



EXAMPLE: COTTON DUCK HOODED JACKET

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/work-jackets →

⚠ Do not make this mistake Don’t buy a jacket your crew won’t wear. PICK A BRAND THEY RESPECT.

FROM THE BOOK · CHAPTER 20: DRESS THE PART

IDEA **213**

UNDER $30 · HARD TO THROW AWAY

Custom Bobbleheads.

$50
to $150 each

Fun, personal and hard to throw away. Make one of your mascot, and give it away at a big event.

Nobody throws away a bobblehead. It sits on a desk or a shelf for years.



EXAMPLE: 7" CUSTOM BOBBLEHEAD

THE SMART WAY

- **Make your mascot.** A bobblehead of your mascot is a giveaway people collect.
- **Plan a giveaway night.** They're made in runs of 200 or more. A big event uses them all.
- **Order early.** Custom bobbleheads take weeks. Plan ahead.

PERFECT FOR

Realtors · Gyms · Car dealers · Sports teams & schools · Restaurants

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/custom-bobbleheads →

⚠ Do not make this mistake Don't wait until the week of the event. ORDER EARLY.

FROM THE BOOK · CHAPTER 8: GIVE IT A JOB

IDEA **214**

UNDER $200 · YOUR ZIP CODES, YOUR PEOPLE

Run a Small Social Media Ad Test.

$50
to $200 a test

Targets exactly the zip codes and people you want. Spend $5 a day for two weeks on one offer, and measure the calls and clicks.

Facebook and Instagram let you show an ad only to people in your zip codes, at a cost you set.

HOW TO DO IT

- **Pick one offer.** One clear reason to call. "$20 off your first visit."
- **Pick your zip codes.** Only the area you actually serve.
- **Spend $5 a day for two weeks.** Small enough to be safe, long enough to learn.

PERFECT FOR

Restaurants · Salons & spas · Gyms · Auto repair shops · Retail stores

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/run-a-small-social-media-ad-test →

⚠ Do not make this mistake Don't boost a post and hope. MEASURE IT.

FROM THE BOOK · CHAPTER 27: ASK HOW THEY FOUND YOU

IDEA **215**

UNDER $200 · A BIG UNBOXING MOMENT

Premium Gift Boxes.

$50
to $200 each

A big unboxing moment. Curate the box for your best ten clients.

A packed gift box feels like an event. People open it, post it and remember who sent it.



EXAMPLE: PREMIUM WELCOME BOX

THE SMART WAY

- **Your best ten clients.** Not everyone. The ten who send you the most business.
- **Fit the box to the person.** A golf box for the golfer. A desk box for the busy one.
- **Add a handwritten note.** The note is what they remember.

PERFECT FOR

Financial planners | Mortgage brokers | Realtors | Insurance agents | Law firms

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/premium-gift-boxes →

⚠ Do not make this mistake Don’t send the same box to everyone. MAKE IT FOR THEM.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA **216**

UNDER $200 · FOOD PLUS ADVICE FILLS THE ROOM

Host a Lunch-and-Learn.

$50
to $200 an event

Food plus useful advice equals a full room. Teach something useful for 20 minutes. Sell nothing. Follow up the next day.

People come for the lunch and stay for the advice.

SCAN OR CLICK

The step-by-step, a script you can copy and an AI prompt

yourmarketinghandbook.com/host-a-lunch-and-learn →

HOW TO DO IT

- **Pick a useful topic.** “5 Ways to Lower Your Insurance Bill.” “What to Know Before You Buy a Home.”
- **Find a host.** A local office, a church hall, a library room, or your own space.
- **Teach for 20 minutes. Sell nothing..** Help first. They’ll ask how to hire you.

PERFECT FOR

Financial planners | Insurance agents | Mortgage brokers | Realtors | Doctors & chiropractors

⚠ Do not make this mistake Don’t turn it into a sales pitch. TEACH. DON’T SELL.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 217

UNDER $250 · DISPLAYED PROUDLY FOR YEARS

Custom Awards & Trophies.

$50
to $250 each

Displayed proudly for years. Recognize employees, customers and community heroes.

An award goes on the shelf or the wall, and it gets pointed out to every visitor.



EXAMPLE: FACETED CRYSTAL AWARD

THE SMART WAY

- **Recognize your team.** Employee of the year. Ten years of service.
- **Honor a customer.** Customer of the year makes a great story and a great photo.
- **Community heroes.** A teacher, a coach, a volunteer. Present it in public.

PERFECT FOR

Every business · Your own team · Schools & coaches · Nonprofits · Chambers of commerce

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/custom-awards-and-trophies →

⚠ Do not make this mistake Don't misspell their name. CHECK THE SPELLING.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA 218

UNDER $500 AN EPISODE · READ BY A HOST THEY TRUST

Sponsor a Local Podcast.

$50
to $500 an episode

Hosts read your ad to listeners who trust them. Give the host a unique offer code, and sponsor several episodes.

Local podcasts have small, loyal audiences that live near you.

HOW TO DO IT

- **Find a local show.** Search your town's name in any podcast app.
- **Ask the host to read it in their own words.** It sounds like a recommendation, not an ad.
- **Give them a unique code.** "Mention the Valley Voices podcast for 15% off."

PERFECT FOR

Financial planners · Realtors · Restaurants · Breweries · Gyms

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/sponsor-a-local-podcast →

⚠ Do not make this mistake Don't sponsor without a code. USE A CODE.

FROM THE BOOK · CHAPTER 27: ASK HOW THEY FOUND YOU

IDEA 219

UNDER $250 · CATCHES TRAFFIC AT YOUR DOOR

Sidewalk Signs & Feather Flags.

$80 to $250 each

Catches foot and car traffic right at your door. Change the message weekly so regulars notice.

People walk and drive right past businesses they never noticed. A sign on the sidewalk stops them.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/sidewalk-signs-and-feather-flags →

HOW TO DO IT

- **Check your city's rules.** Some cities limit sidewalk signs and flags. Ask first.
- **Get a chalkboard or write-on sign.** So you can change the message every week.
- **Keep it short.** Five words or less. One reason to come in.

PERFECT FOR

Restaurants & coffee shops · Retail stores · Salons · Gyms · Auto repair & car washes

⚠ Do not make this mistake Don't leave the same message up for months. CHANGE IT WEEKLY.

IDEA 220

UNDER $250 · LOOKS PROFESSIONAL ANYWHERE

Retractable Banner Stand.

$80 to $250 each

Sets up in a minute and looks professional anywhere. One clear message, readable from 20 feet away.

A banner stand turns any corner into a professional display: a booth, a lobby, a seminar.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/retractable-banner-stand →

HOW TO DO IT

- **One clear message.** Your name, what you do and one reason to stop.
- **Put it at eye level.** The top half is what people read. Keep the bottom simple.
- **Buy a sturdy stand.** Cheap stands wobble, curl and tear. Ask your sign shop for a good base.

PERFECT FOR

Trade show booths · Financial planners at seminars · Realtors at open houses · Gyms & salons · Lobbies & front desks

⚠ Do not make this mistake Don't fill it with tiny text. READABLE FROM 20 FEET.

IDEA **221**

UNDER $300 · EVERY CUSTOMER WALKS OVER YOUR LOGO

Logo Floor Mats.

$80
to $300 each

Every customer walks over your logo. Put one at your front door, and give one to your best commercial clients.

A logo mat makes your entrance look finished and professional.



EXAMPLE: 3' X 5' FULL-COLOR ENTRANCE M...

THE SMART WAY

- **Front door first.** The first thing every customer sees.
- **Gift one to a commercial client.** Your logo and theirs, at their front door.
- **Pick indoor or outdoor.** Rubber for outside, carpet for inside.

PERFECT FOR

Retail stores | Restaurants | Car dealers & auto repair | Gyms | Offices

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/logo-floor-mats →

⚠ Do not make this mistake Don't buy a mat that curls and slides. BUY A REAL MAT.

FROM THE BOOK · CHAPTER 12: GIVE AWAY THE DAMN PENCILS

IDEA **222**

UNDER $400 · A PREMIUM PRIZE GOLFERS KEEP FOREVER

Branded Golf Bags.

$100
to $300 each

A premium prize golfers keep forever. Make it the tournament grand prize.

A golf bag goes to every round for years, with your logo on the side.



EXAMPLE: TITLEIST® PLAYERS 4 STAND GOL...

THE SMART WAY

- **Tournament grand prizes.** The prize everyone wants to win.
- **Pick a name brand.** Titleist® or Callaway®. Golfers know the difference.
- **Keep the logo tasteful.** One clean logo on the pocket.

PERFECT FOR

Financial planners | Insurance agents | Law firms | Banks | Charity tournaments

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/branded-golf-bags →

⚠ Do not make this mistake Don't give a no-name golf bag. GO NAME BRAND.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA **223**

UNDER $300 · TURNS ANY TABLE INTO A BOOTH

Branded Table Covers.

$100
to $300 each

Turns any folding table into a professional booth with your logo across the front. Reuse it at every event for years.

A bare folding table looks like a yard sale. A branded cover looks like a real business.



EXAMPLE: 6' FITTED TABLE COVER

THE SMART WAY

- **Pick a fitted or stretch cover.** It looks sharp, not like a bedsheet.
- **Logo big on the front panel.** Readable from across the room.
- **Know your table size.** 6 feet or 8 feet. Measure before you order.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/branded-table-covers →

PERFECT FOR

Every business · Trade show booths · Farmers' markets · Schools & nonprofits · Realtors at open houses

⚠ Do not make this mistake Don't show up with a bare table. COVER THE TABLE.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA **224**

UNDER $500 · A CAPTIVE, OFTEN AFFLUENT CROWD

Sponsor a Golf Tournament Hole.

$100
to $500 an event

Put your name in front of a captive, often affluent crowd. Stand at your hole, hand out something useful, and talk to every foursome.

Every foursome stops at your hole and waits. That's face time you can't buy anywhere else.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/sponsor-a-golf-tournament-hole →

HOW TO DO IT

- **Pick a charity tournament.** Schools, hospitals, chambers and Rotary clubs all run them.
- **Show up at your hole.** A sign alone is just a sign. You are the ad.
- **Hand out something useful.** Cold water, golf balls, a towel. Something they use that day.

PERFECT FOR

Financial planners · Insurance agents · Mortgage brokers · Realtors · Banks

⚠ Do not make this mistake Don't just pay for the sign and stay home. SHOW UP.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA 225

UNDER $500 · SEEN BY EVERY CAR AT NIGHT

LED Plug-In Signs.

$100
to $500 each

Your logo in glowing LED neon for the window, the lobby or the wall behind the bar. People notice it at night and pose in front of it.

A lit-up logo in the window says “we’re open” to every car that drives by after dark.



EXAMPLE: MULTICOLOR NEON ON ACRYLIC

THE SMART WAY

- **Put it where it shows.** In the front window for drive-by traffic, or on the wall where people take photos.
- **Keep the logo simple.** Neon is a line drawing. A clean logo or one short word glows best.
- **Add a line people repeat.** A short phrase next to the logo becomes the photo caption.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/led-plug-in-signs →

PERFECT FOR

Restaurants & bars · Breweries · Coffee shops · Salons & barbers · Gyms

⚠ Do not make this mistake Don’t cram your whole logo in. KEEP IT SIMPLE.

FROM THE BOOK · CHAPTER 12: GIVE AWAY THE DAMN PENCILS

IDEA 226

UNDER $500 A MONTH · THE TOP OF LOCAL SEARCHES

Try Google Local Service Ads.

$100
to $500 a month

You show up at the very top of local searches. Answer every call fast, because speed decides who gets the job.

Local Service Ads sit above everything else on Google, with your reviews and a badge showing Google checked you out.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/try-google-local-service-ads →

HOW TO DO IT

- **See if your business type qualifies.** Search “Google Local Services Ads” and check the list.
- **Pass the background check.** Google checks your license and insurance.
- **Set a weekly budget.** Start small and see what the leads look like.

PERFECT FOR

Plumbers & HVAC · Electricians · Auto repair shops · Locksmiths · Cleaning services

⚠ Do not make this mistake Don’t let the calls go to voicemail. ANSWER FAST.

FROM THE BOOK · CHAPTER 16: PICK UP THE PHONE

IDEA **227**

UNDER $1,000 · MEET HUNDREDS OF LOCALS IN A DAY

Get a Booth at a Community Event.

$100
to $1,000 an event

Meet hundreds of locals in one day. Bring a game or a giveaway that pulls people in, and collect emails.

Street fairs, festivals and school carnivals put hundreds of your neighbors in one place.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/get-a-booth-at-a-community-event →

HOW TO DO IT

- **Pick events your customers go to.** Family festivals for family businesses.
- **Bring something that pulls people in.** A game, a spin-the-wheel, a free sample.
- **Collect emails.** A drawing for a prize is the easiest way.

PERFECT FOR

Every local business · Restaurants · Gyms · Dentists & chiropractors · Realtors

⚠ Do not make this mistake Don't sit behind the table looking at your phone. STAND UP. COLLECT EMAILS.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA **228**

UNDER $500 · EVERYONE PLAYS

Custom Cornhole Sets.

$150
to $500 per set

Everyone plays, and every game shows your logo. Bring them to every event you attend.

Cornhole draws a crowd. People line up to play, and they're standing at your booth while they wait.



EXAMPLE: REGULATION CORNHOLE SET

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/custom-cornhole-sets →

THE SMART WAY

- **Bring them everywhere.** Every event, every booth, every picnic.
- **Run a tournament.** A prize for the winner, and a crowd all day.
- **Logo big on the board.** It shows up in every photo.

PERFECT FOR

Breweries · Schools & teams · Realtors · Car dealers · Community events

⚠ Do not make this mistake Don't leave them in storage. BRING THEM OUT.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 229

UNDER $500 A SEASON · SEEN AT EVERY GAME

Ballpark Fence Banner.

$150
to $500 a season

Every parent at every game sees it, all season long. Put your phone number and one line on it, not just a logo.

Parents and grandparents sit in those bleachers for hours, every week, all season.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/ballpark-fence-banner →

HOW TO DO IT

- **Call the league.** Ask about fence banner sponsorships.
- **Name, one line and phone number.** Not just a logo. Tell them what you do.
- **Make it readable from the bleachers.** Big letters, high contrast.

PERFECT FOR

Restaurants & pizza shops · Dentists & orthodontists · Auto repair shops · Realtors · Insurance agents

⚠ Do not make this mistake Don't put just your logo on it. ADD YOUR NUMBER.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA 230

UNDER $600 A WINDOW · ADVERTISES 24 HOURS A DAY

Storefront Window Graphics.

$150
to $600 a window

Your window advertises 24 hours a day. Keep it clean: what you do, your hours and one offer.

Every person who walks or drives past reads your window, even when you're closed.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/storefront-window-graphics →

HOW TO DO IT

- **What you do, in big letters.** "Family Dentistry." "Pizza & Wings."
- **Your hours on the door.** So nobody guesses.
- **One offer.** Change it with the season.

PERFECT FOR

Retail stores · Restaurants · Salons & barbers · Gyms · Insurance & financial offices

⚠ Do not make this mistake Don't cover every inch of glass. KEEP IT CLEAN.

IDEA **231**

UNDER $1,500 · EVERY PHOTO CARRIES YOUR NAME

Step-and-Repeat Backdrop.

$150 to $1,200 each

The logo wall people line up to take pictures in front of. Every photo they post carries your name.

Nobody posts a picture of your banner. Everybody posts a picture of themselves.



EXAMPLE: 8' X 10' BACKDROP WITH STAND

THE SMART WAY

- **Light it.** A dark photo helps nobody. Add a light or put it near a window.
- **Keep the pattern simple.** Your logo and maybe one hashtag, repeated. It has to read in a phone photo.
- **Make it the place to stand.** Put it by the entrance and have someone ready to take the picture.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/step-and-repeat-backdrop →

PERFECT FOR

Grand openings · Galas & fundraisers · Car dealers · Gyms · Restaurants & breweries

⚠ Do not make this mistake Don't hide it in a corner. PUT IT WHERE THEY WALK IN.

FROM THE BOOK · CHAPTER 12: GIVE AWAY THE DAMN PENCILS

IDEA **232**

UNDER $400 · THE CHAIR IN EVERY PHOTO

Logo Adirondack Chairs.

$200 to $400 each

The chair everyone wants to sit in, with your logo on the back. On the patio, by the fire pit, at the first tee.

People don't just walk past an Adirondack chair. They sit in it, relax, and take a picture.



EXAMPLE: CLASSIC ADIRONDACK CHAIR

THE SMART WAY

- **Put them where people wait.** Patios, fire pits, the first tee, the line outside.
- **Buy a row, not one.** One chair is furniture. Six matching chairs is a brand.
- **Go all-weather.** Resin chairs stay out all year and don't rot or fade.

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/logo-adirondack-chairs →

PERFECT FOR

Restaurants & breweries · Hotels & resorts · Golf courses · Wineries · Car dealers

⚠ Do not make this mistake Don't hide the logo. PUT IT ON THE BACK.

FROM THE BOOK · CHAPTER 13: CHEAP ISN'T THE SAME AS INEXPENSIVE

IDEA 233

UNDER $1,500 · MAKES YOUR BOOTH LOOK PROFESSIONAL

Trade Show Backdrop.

$250
to $1,500 each

Makes your booth look professional. Use clear messaging readable from 30 feet.

At a trade show, people decide in two seconds whether to stop. Your backdrop makes that decision for them.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/trade-show-backdrop →

HOW TO DO IT

- **One headline, readable from 30 feet.** What you do, in a few big words.
- **Keep the bottom third clear.** Your table hides it anyway.
- **Leave out dates and prices.** So you can reuse it for years.

PERFECT FOR

Every business that does shows · Financial planners · Insurance agents · Manufacturers & suppliers · Home shows

⚠ Do not make this mistake Don't print dates and prices on it. KEEP IT TIMELESS.

IDEA 234

UNDER $2,500 A SEASON · PARENTS REMEMBER

Sponsor a Youth Sports Team.

$250
to $2,500 a season

Parents remember who supported their kids. Put your name on the jerseys, and show up to a game.

Every parent, grandparent and neighbor at every game sees your name on the back of the jersey.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/sponsor-a-youth-sports-team →

HOW TO DO IT

- **Call the league.** Ask what a team sponsorship includes.
- **Name on the jersey.** Big and readable from the bleachers.
- **Show up to a game.** Bring snacks or drinks for the team.

PERFECT FOR

Restaurants & pizza shops · Dentists & orthodontists · Auto repair shops · Realtors · Insurance agents

⚠ Do not make this mistake Don't write the check and disappear. SHOW UP TO A GAME.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA 235

UNDER $600 A YEAR · A ROOM FULL OF PEOPLE WHO REFER YOU

Join a Referral Group.

$300
to $600 a year

A room full of people whose job is to refer you. Show up every week and refer others first.

A referral group has one person per profession, and everyone's job is to send business to each other.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/join-a-referral-group →

HOW TO DO IT

- **Visit a few groups.** Most let you visit once or twice for free.
- **Pick one where your customers' other vendors sit.** A realtor, a lender and an insurance agent all serve the same people.
- **Show up every week.** The ones who show up get the referrals.

PERFECT FOR

Financial planners · Insurance agents · Mortgage brokers · Realtors · Auto repair shops

⚠ Do not make this mistake Don't join and skip the meetings. SHOW UP EVERY WEEK.

FROM THE BOOK · CHAPTER 11: ONE FOR YOU, ONE FOR A FRIEND

IDEA 236

UNDER $900 A YEAR · INSTANT LOCAL CREDIBILITY

Join Your Chamber of Commerce.

$300
to $900 a year

Instant local credibility and networking. Go to the mixers and volunteer for a committee.

The chamber is where local business owners meet. Many of them could be your customers or send you customers.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/join-your-chamber-of-commerce →

HOW TO DO IT

- **Join and get listed.** The member directory and the window sticker.
- **Go to the mixers.** Every month. Bring cards and ask questions.
- **Volunteer for a committee.** That's where you really get to know people.

PERFECT FOR

Every local business · Financial planners · Insurance agents · Restaurants · Banks

⚠ Do not make this mistake Don't pay dues and never show up. GO TO THE MIXERS.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 237

UNDER $900 · YOUR NAME OVER YOUR HEAD

10x10 Pop-Up Canopy.

$300
to $900 each

Your name over your head at every fair, game and market, seen from across the field. Print the top and one side wall.

At an outdoor event, the canopy is what people see first, from across the field.



EXAMPLE: 10X10 STANDARD TENT KIT

THE SMART WAY

- **Print the top and one wall.** The top is seen from far away. The wall frames your booth.
- **Add a matching table cover.** Canopy plus tablecloth equals a real booth.
- **Buy weights.** Wind lifts canopies. Weights keep people safe.

PERFECT FOR

Every business that does events · Farmers' markets · Realtors · Gyms · Schools & teams

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/10x10-pop-up-canopy →

⚠ Do not make this mistake Don't set it up without weights. WEIGHT EVERY LEG.

FROM THE BOOK · CHAPTER 12: GIVE AWAY THE DAMN PENCILS

IDEA 238

UNDER $1,000 · ADVERTISES EVERYWHERE IT DRIVES

Vehicle Lettering.

$300
to $1,000 a vehicle

Your vehicle advertises everywhere it drives. Big name, what you do, phone and website, readable at 40 mph.

Your van sits in driveways and parking lots all over town. Every neighbor reads it.

HOW TO DO IT

- **Big name.** Readable from across the street.
- **What you do.** Two or three words. "Heating & Air."
- **Phone and website.** Big enough to read at a stoplight.

PERFECT FOR

Plumbers & HVAC · Electricians · Pet groomers · Mobile mechanics · Cleaning services

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/vehicle-lettering →

⚠ Do not make this mistake Don't drive like a jerk with your name on the side. DRIVE NICE.

IDEA **239**

UNDER $250 · DRAWS CROWDS TO YOUR BOOTH

Giant Event Games.

$300
to $1,500 each

Giant games draw crowds to your booth. Giant topple tower or four-in-a-row with your branding.

A giant game is a magnet. People line up to play, and their friends stand around and watch.



EXAMPLE: GIANT TOPPLE TOWER

THE SMART WAY

- **Bring it to every event.** Fairs, festivals, picnics and open houses.
- **Your logo where the photos are.** On the top of the tower or the front of the board.
- **Collect emails while they wait.** A drawing for the winners.

PERFECT FOR

Breweries | Schools & nonprofits | Realtors | Gyms | Community events

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/giant-event-games →

⚠ Do not make this mistake Don't let the game do all the work. TALK TO THE CROWD.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA **240**

UNDER $1,500 A MONTH · SEEN BY THE SAME DRIVERS EVERY DAY

Bus Bench & Bus Stop Ads.

$300
to $1,500 a month

The same drivers see it every single day. Pick a location near your business. Big name, one line, phone number.

Commuters pass the same bench twice a day, five days a week.

HOW TO DO IT

- **Pick a spot near your business.** People who pass it can get to you easily.
- **Big name, one line, phone number.** They read it in two seconds at a red light.
- **Run it for months.** Repetition is the whole point.

PERFECT FOR

Restaurants | Realtors | Dentists & doctors | Auto repair shops | Insurance agents

SCAN OR CLICK

The step-by-step, a script you can copy and an AI prompt

yourmarketinghandbook.com/bus-bench-and-bus-stop-ads →

⚠ Do not make this mistake Don't write a paragraph. KEEP IT SHORT.

IDEA 241

UNDER $1,500 A MONTH · A CAPTIVE LOCAL AUDIENCE

Movie Theater Pre-Show Ad.

$300
to $1,500 a month

A captive local audience in the dark. Advertise somewhere to go after the movie: dinner, dessert, drinks.

Everyone in the theater lives nearby, and they're out for the night.

HOW TO DO IT

- **Call the theater.** Ask about local pre-show ads.
- **Be the after-movie plan.** Dinner, dessert, drinks, right down the street.
- **Show your ticket stub.** An offer for moviegoers tells you if it works.

PERFECT FOR

Restaurants | Dessert & coffee shops | Breweries | Gyms | Retail stores

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/movie-theater-pre-show-ad →

⚠ Do not make this mistake Don't run an ad with no offer. MAKE AN OFFER.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA 242

UNDER $2,000 A CREW · LOOKS LIKE A COMPANY YOU CAN TRUST

Outfit Your Whole Crew in Uniforms.

$300
to $2,000 a crew

A crew that looks the same looks like a company you can trust. Shirts, caps and jackets in one look.

When your crew shows up matching, customers trust them before they say a word.



EXAMPLE: OUTFIT YOUR WHOLE CREW IN U...

HOW TO DO IT

- **Pick one look.** Shirts, caps and jackets in the same colors.
- **Let the crew help pick.** They wear what they like.
- **Add names.** A name on the chest makes your crew easy to remember.

PERFECT FOR

Auto repair shops | Plumbers & HVAC | Electricians | Restaurants | Salons

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/outfit-your-whole-crew-in-uniforms →

⚠ Do not make this mistake Don't let uniforms fade and stain. REPLACE THEM ON TIME.

FROM THE BOOK · CHAPTER 20: DRESS THE PART

IDEA 243

UNDER $1,500 · LOOK ESTABLISHED AT EVERY EVENT

Build a Branded Booth Kit.

$500
to $1,500 a kit

A tent, tablecloth and banner that match make a small business look established. Buy it once, and use it at every fair, market and show for years.

At a fair, the booths that match look like real businesses. The rest look like a yard sale.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/build-a-branded-booth-kit →

HOW TO DO IT

- **Start with a canopy.** A 10×10 with your logo on top.
- **Add a fitted table cover.** Your logo big on the front panel.
- **Add a banner or flag.** Something tall people see from far away.

PERFECT FOR

Every business that does events · Farmers' markets · Gyms · Realtors · Schools & nonprofits

⚠ Do not make this mistake Don't buy pieces that don't match. MAKE IT MATCH.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA 244

UNDER $2,000 A YEAR · KEEP YOUR BEST CUSTOMERS

A Top-Customer Thank-You Gift Program.

$500
to $2,000 a year

Your best 20 customers bring most of your business. Pick your top 20, send something useful twice a year, and add a handwritten note every time.

A handful of customers bring in most of your business. Losing one hurts.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/a-top-customer-thank-you-gift-program →

HOW TO DO IT

- **Pick your top 20.** By sales, by referrals, by years with you.
- **Twice a year, on your calendar.** Pick two dates that aren't December.
- **Send something useful.** Something they'll use, with your name on it.

PERFECT FOR

Every business · Financial planners · Insurance agents · Auto repair shops · Realtors

⚠ Do not make this mistake Don't skip the note. WRITE THE NOTE.

FROM THE BOOK · CHAPTER 25: THANK THE PEOPLE BEHIND THE PURCHASE ORDER

IDEA **245**

UNDER $2,500 · FREE FOOD DRAWS A CROWD

Bring a Food Truck to Your Event.

$500
to $2,500 an event

Free food draws a crowd every time. Invite customers and neighbors, and hand everyone a branded cup or napkin.

Say “free tacos” and people show up.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/bring-a-food-truck-to-your-event →

HOW TO DO IT

- **Book a local food truck.** Ask for a set price for a set number of people.
- **Invite customers and neighbors.** Email, social, a sign out front.
- **Brand the cups and napkins.** Every photo shows your name.

PERFECT FOR

Car dealers · Gyms · Realtors at open houses · Auto repair shops · Apartment communities

⚠ Do not make this mistake Don’t guess the headcount. PLAN FOR MORE.

FROM THE BOOK · CHAPTER 19: SHOW UP WHERE YOUR CUSTOMERS ARE

IDEA **246**

UNDER $5,000 · STRENGTHENS YOUR BEST RELATIONSHIPS

Host a Customer Appreciation Event.

$500
to $5,000 an event

Strengthens relationships with your best customers. Invite your top 50 customers, and ask each one to bring a friend.

An event says thank you in a way an email never can.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/host-a-customer-appreciation-event →

HOW TO DO IT

- **Invite your top 50.** A real invitation, not a mass email.
- **Ask each to bring a friend.** That’s the referral built right in.
- **Make it fun, not a pitch.** Food, music, a raffle. No sales talk.

PERFECT FOR

Financial planners · Insurance agents · Car dealers · Realtors · Salons & spas

⚠ Do not make this mistake Don’t turn it into a sales pitch. JUST SAY THANK YOU.

FROM THE BOOK · CHAPTER 26: MAKE THEM FEEL LIKE INSIDERS

IDEA **247**

UNDER $1,000 · IMPOSSIBLE TO MISS

Giant Inflatable Display.

$500
to $5,000 each

Impossible to miss. Use it for big moments only: grand openings and sales events.

A dancing tube man stops traffic. People look, and they turn in.



EXAMPLE: CUSTOM TUBE MAN

THE SMART WAY

- **Big moments only.** A grand opening or a sale weekend. Not every day.
- **Check your city's rules.** Some cities limit them. Ask first.
- **Put your name on it.** A custom one tells them who you are, not just that something is on sale.

PERFECT FOR

Car dealers · Retail stores · Restaurants · Schools & fun runs · Grand openings

SCAN OR CLICK
Our four picks, real prices and a free quote
yourmarketinghandbook.com/giant-inflatable-display →

⚠ Do not make this mistake Don't leave it up every day. BIG MOMENTS ONLY.

FROM THE BOOK · CHAPTER 10: PICK THE MOMENT

IDEA **248**

UNDER $5,000 · YOUR NAME ON EVERY RUNNER'S SHIRT

Sponsor a Charity 5K.

$500
to $5,000 an event

Your name is on every runner's shirt. Get your logo on the shirts, which people keep wearing for years.

Runners wear race shirts for years: to the gym, to the store, on the next run.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/sponsor-a-charity-5k →

HOW TO DO IT

- **Pick a cause you care about.** Schools, hospitals, food banks.
- **Get on the shirt.** That's the part that lasts.
- **Have a booth at the finish.** Water, fruit, a quick stretch.

PERFECT FOR

Gyms · Physical therapists & chiropractors · Dentists & doctors · Restaurants · Financial planners

⚠ Do not make this mistake Don't just send a check. GET ON THE SHIRT.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA **249**

$600 to $1,500 each

UNDER $1,500 · TWICE THE SPACE

10x20 Pop-Up Canopy.

Twice the space for demos, product and a crowd. Great for dealers, gyms and anyone running a demo.

A 10×20 gives you room to show off: a demo, a car, a class, a crowd.

THE SMART WAY

- **Print the top and the back wall.** The back wall is your billboard.
- **Plan for two people.** It needs two people to set up and weights on every leg.
- **Run a demo.** Use the space. People stop to watch.

PERFECT FOR

Car dealers · Gyms · Equipment & outdoor dealers · Breweries · Schools & teams



EXAMPLE: 10X20 ALUMINUM CANOPY

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/10x20-pop-up-canopy →

⚠ Do not make this mistake Don't buy one bigger than your spot. CHECK YOUR SPACE.

FROM THE BOOK · CHAPTER 3: EVERY PENNY COUNTS

IDEA **250**

$600 to $3,000 per patio

UNDER $3,000 · SEEN FROM THE STREET ALL SUMMER

Logo Patio Umbrellas.

Your logo over every table on the patio. Everyone who drives by sees it, and so does every photo taken there.

A patio full of matching logo umbrellas says "this place is busy" from across the street.

THE SMART WAY

- **Do the whole patio.** One logo umbrella is a decoration. Six in a row is a brand.
- **Go big on the logo.** It has to read from the street, so keep it simple and bold.
- **Buy commercial grade.** Restaurant patios open and close them every day. Cheap ones don't last the summer.

PERFECT FOR

Restaurants · Breweries & bars · Coffee shops · Hotels · Golf courses



EXAMPLE: 9' CRANK AND TILT UMBRELLA

SCAN OR CLICK

Our four picks, real prices and a free quote

yourmarketinghandbook.com/logo-patio-umbrellas →

⚠ Do not make this mistake Don't let them fade. REPLACE THEM WHEN THEY FADE.

FROM THE BOOK · CHAPTER 12: GIVE AWAY THE DAMN PENCILS

IDEA 251

UNDER $10,000 · "I SAW YOU ON TV"

Local TV Commercial.

$1,000
to $10,000 a campaign

Big credibility: "I saw you on TV." Use streaming TV ads targeted to your zip codes, which are cheaper than broadcast.

Being on TV still makes people think you're big and established.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/local-tv-commercial →

HOW TO DO IT

- **Pick streaming over broadcast.** Target your zip codes and pay less.
- **Keep it to 15 or 30 seconds.** One message, one offer.
- **Show your real people.** Your crew, your place. It builds trust.

PERFECT FOR

Auto repair shops | Car dealers | Dentists & doctors | Restaurants | Realtors

⚠ Do not make this mistake Don't spend it all on production. RUN IT OFTEN.

FROM THE BOOK · CHAPTER 27: ASK HOW THEY FOUND YOU

IDEA 252

UNDER $10,000 · THOUSANDS OF LOCALS CHEER FOR YOU

Enter a Float in the Local Parade.

$1,000
to $10,000 a parade

Thousands of locals cheer for you. Have the team walk alongside in matching shirts, handing out something fun.

The whole town lines the street, and every float gets a cheer.

SCAN OR CLICK
The step-by-step, a script you can copy and an AI prompt
yourmarketinghandbook.com/enter-a-float-in-the-local-parade →

HOW TO DO IT

- **Sign up early.** Parades fill up. Call the organizer months ahead.
- **Keep the float simple.** A decorated trailer with your banner works.
- **Walk alongside in matching shirts.** Your team is the best part.

PERFECT FOR

Every local business | Car dealers | Gyms & dance studios | Restaurants | Schools & nonprofits

⚠ Do not make this mistake Don't hand out something cheap that breaks. MAKE IT FUN.

FROM THE BOOK · CHAPTER 29: BE THE NAME ON THE JERSEY

IDEA **253**

$1,500
to $5,000 a vehicle

UNDER $5,000 · THOUSANDS OF IMPRESSIONS EVERY DAY

Vehicle Wrap.

Thousands of impressions every day. Keep the design simple and readable, because busy wraps fail.

A wrapped van is a billboard that drives all over town and parks in your customers' driveways.



EXAMPLE: VEHICLE WRAP

HOW TO DO IT

- **Keep the design simple.** Big name, what you do, phone and website.
- **One bold color.** It stands out in traffic.
- **Make the back count.** The car behind you reads it for miles.

PERFECT FOR

Plumbers & HVAC · Electricians · Pet groomers · Caterers & food trucks · Mobile mechanics

SCAN OR CLICK

The step-by-step, a script you can copy and an AI prompt

yourmarketinghandbook.com/vehicle-wrap →

⚠ Do not make this mistake Don't cover it in photos and text. KEEP IT SIMPLE.

Stop waiting for the perfect marketing plan.

Do something.

Most small businesses don’t have a marketing problem. They have a doing-something problem.

This book is for the owner who’s too busy to read a marketing book. Twenty-nine short chapters. Real examples from real kinds of businesses. No jargon, no theory and no giant budget.

INSIDE, YOU’LL LEARN

- Why people keep what you hand them, and how to make sure it’s yours
- The silent call to action: how a $1 pen makes your phone ring
- One for you, one for a friend: turning happy customers into salespeople
- Why a handwritten note and a phone call still beat almost everything
- How to welcome customers, celebrate them, make it right and keep them for years
- How to find out what’s working, and stop paying for what isn’t

Every chapter ends with something you can do today, usually for free, and a prompt you can paste straight into AI. Then 250+ ideas, from free to the big stuff, each with a code that takes you to real prices and a free quote.

Marketing doesn’t have to be expensive.
You just have to do it.

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