

# *Is Your Marketing "A-ha!" in this list?*

Do Something Instead of Nothing.

*What D.I.d you do today? Do It everyday?*

Your name is not the most important thing.

*Help your customers pay you: paper, plastic, check.*

Your postcard message goes on the address side.

*Mastering the Internet lowers your costs in the long run.*

Your business card is a billboard.

*Video needs to become your client relationship tool.*

A proper headline compels the reader to learn more.

*Give away lots of content. You will make more.*

Success costs. Spend time or money on marketing.

*Marketing must be your priority if you want future freedom to be a creative artist.*

Word of mouth is the hands-down best marketing. Reward it.

*The Five Tools: Internet, Biz Card, Media Release, Postcard, One Sheet*

**Your Niche and Focus is Critical**

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