



AgileMarketingServices.com
Make more profit using our services

Takeaways: Examples

Jim Hamilton - newsletter entrepreneur

COMMANDMENT #1:

Social media is rented land. If you want to build an audience you own, start an email newsletter.

COMMANDMENT #2:

The more often you mail your newsletter, the more money you'll make.

COMMANDMENT #3:

Subscribers are more valuable than followers.

COMMANDMENT #4:

People buy coaches, not coaching.

COMMANDMENT #5:

Writing is a keystone skill that allows your newsletter to bear weight (aka readership) without falling apart.

COMMANDMENT #6:

It doesn't matter how good your newsletter is if your subject line sucks.

COMMANDMENT #7:

Content drives consumption. Copywriting drives action. You need to learn both if you want to achieve Newsletter Freedom.

COMMANDMENT #8:

Look for a starving crowd. Who's on your list is more important than what you put in front of them.

COMMANDMENT #9:

Put offers in front of your audience as often as possible.

COMMANDMENT #10:

You never know until you test it.

Scott Gardner - Agile' Marketing Services

- 1 - Marketing is a two-way interaction with the public, prospects, clients, and peers to present them with the best face of a business. You do this to inform and persuade them of the benefits of dealing with that business.
 - 2 - All your marketing efforts should be part of a pre-planned process.
 - 3 - Implementing a poor plan in a consistent manner achieves positive results quicker than implementing the best plan poorly, or not at all.
 - 4 - Writing out SMART goals and plans - by hand - is essential.
 - 5 - Basic techniques practiced in a consistent manner yield positive results.
 - 6 - ASK your customers what would get them to come back more often, and to spend more money.
 - 7 - Valuegraphics allow you to craft messages that resonate with people who value your products and services, and who are likely to buy now.
 - 8 - Social proof - positive words said about your services & products by customers - is worth more than all the ad money you can spend.
 - 9 - It costs less in resources (time, effort, and money) to keep a customer than it does to replace them when you lose them.
 - 10 - Structure your marketing strategy to move contacts/audiences in an upward spiral.
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Barbro Vistlund - Therapist

Value 01: Your mental health is just as important as your physical health! There's no need to be embarrassed because you need therapy.

Value 02: Honest and open communication is important. Not just with your family and therapist. It must start with being honest and open with yourself.

Value 03: The words you use with yourself shape your world. It's important to talk to yourself in a positive and loving manner.

Value 04: Talk therapy is important, but it's not the only technique that gives results. Art & music therapy, interacting with pets and animals, and even medication - all these can be helpful if the situation calls for it.