

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson  
author, *Guerrilla Marketing*

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Roger C. Parker's

# Guerrilla Marketing & Design

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## Expand your marketing funnel

**Provide multiple ways for prospects to build a relationship with you**

One of the easiest ways to boost profits is to make it easier for more prospects to begin a relationship with you.

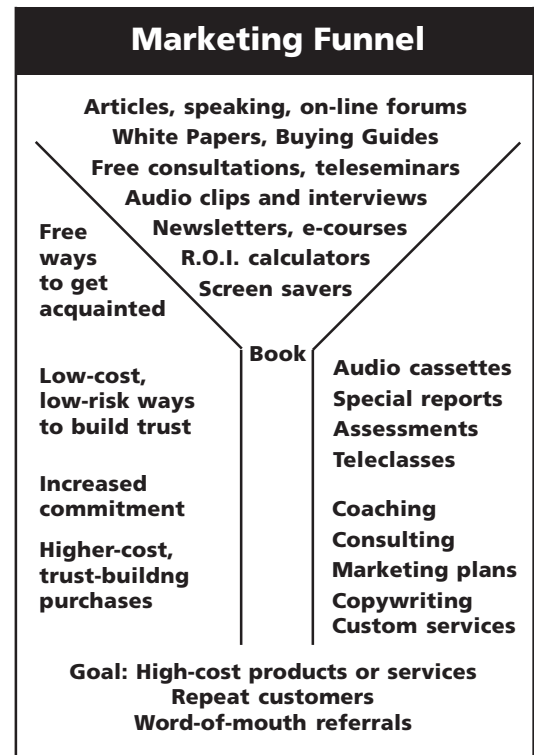
Once prospects have experienced your expertise and professionalism, they are more likely to spend money with you.

The Marketing Funnel is a visual representation of opportunities you offer prospects to view you as "familiar and trusted" instead of as a stranger. Each level represents increased familiarity, commitment, and trust—and increased profit opportunities for you.

### **Fear holds back sales**

Fear of change, of the unknown, is a major barrier to increased sales.

Unless you give prospects multiple free or low-risk opportunities to try you out, they are likely to stick with their present suppliers—even if not totally satisfied with their current suppliers. As a result,



they prefer the *predictably known* to the *unpredictable unknown*. Fear of making a mistake exceeds desire for change.

### **From stranger to friend**

Here are some of the *free ways* you can show prospects you're a safe choice:

- *Articles and columns* permit you to demonstrate your expertise in an editorial, as opposed to an "advertising," environment.
- *Online forums and discussion groups* can introduce you and your opinions to others who share common concerns.

*Familiarity  
breeds trust  
and  
trust builds  
profits*

- *Interviews and speaking* gives prospects a chance to associate a face and a voice with your product and service.
- *White Papers and buying guides* demonstrate your understanding of your prospect's challenges and trends while *educating your market* to respect the benefits of your expertise.
- *Free offers.* A free e-course or introductory telephone consultation lets prospects experience your empathy, warmth, expertise and knowledge on a firsthand basis.
- *One-Page Newsletters* build familiarity, one page and one month at a time.
- *Audio clips.* Hearing your voice on your web site builds trust and helps drive home your message.
- *Screen savers.* If your product or service you offer can be visually represented, a screen saver can convert your prospect's computer monitor to a billboard promoting your product.
- *Return-on-investment calculators* or spreadsheet templates permit prospects to compute exactly how much money you can save them.

### **Low-cost options**

You can also earn while building trust:

- *Published books* offer in-depth opportunities to demonstrate your expertise.

- *Audio cassettes and special reports* communicate your expertise and give prospects a chance to try your ideas.
- *Teleclasses and training* lets prospects experience your working style and ability to quickly respond to questions.
- *Assessments and critiques* give you an opportunity to demonstrate your understanding of your prospect's unique needs and show your professionalism.

### **E-mail attachments**

The best Marketing Funnel options are those you can immediately distribute for free as e-mail attachments.

Sharing trust-builders via e-mail encourages prospects to register their e-mail address. This builds your prospect list and makes later follow-up possible.

### **Hands-off marketing**

Autoresponders market to prospects while you satisfy current customers.

Autoresponders immediately send prospects e-mail upon receipt of their name and e-mail address. They can also send follow-up messages at set intervals and add recipients to your e-mail database.

### **For more information**

Let Roger C. Parker, "*the \$32,000,000 Man*", boost your profits by creating a broad Marketing Funnel to convert more prospects into repeat customers.



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PO Box 697  
Dover, NH 03821  
603-742-9673