



GROWING YOUR BUSINESS WITH CONFIDENCE

with Elizabeth Hagen

**Build & They Will Buy:
Develop a Marketing Plan with New
Contact Strategies that are
Designed to Fill Your Pipeline &
Build Your Community**

**RESA Home Staging Convention
January 31 to Feb 2, 2013**

Welcome to **Build & They Will Buy!**
I am so glad that we are going to spend this time
together.

Dear RESA member:

Before I started my business in 2000 I was a stay-at-home mom to 5 children for 19 years. I loved those years but when my youngest started school I decided I was ready to start my own business. When I started my consulting and speaking business I knew nothing about having my own business. Nothing. I was determined to make this business a success so I became an avid reader and learner of anything to do with building a successful business. Within five years of starting my business I was bringing in a gross revenue of six figures.

I want to share some of what I learned with you at your RESA Home Staging Conference..

Everything I teach is doable, easy, and costs little to implement. But you do need to take action! During this session I'll be giving you assignments and action items. This will make it very easy for you to take action and really accelerate your business success.

I believe there are five main strategies that will grow your business quickly:

1. Doing the best job possible—every time— whether you are providing a service or giving a presentation.
2. Tracking your numbers properly.
3. Doing 3 High-Value Activities every day.
4. Having a marketing plan and using the Showcase Strategy as your #1 marketing strategy to get well known and in front of your choice clients.
5. Follow-up, follow-up, follow-up.

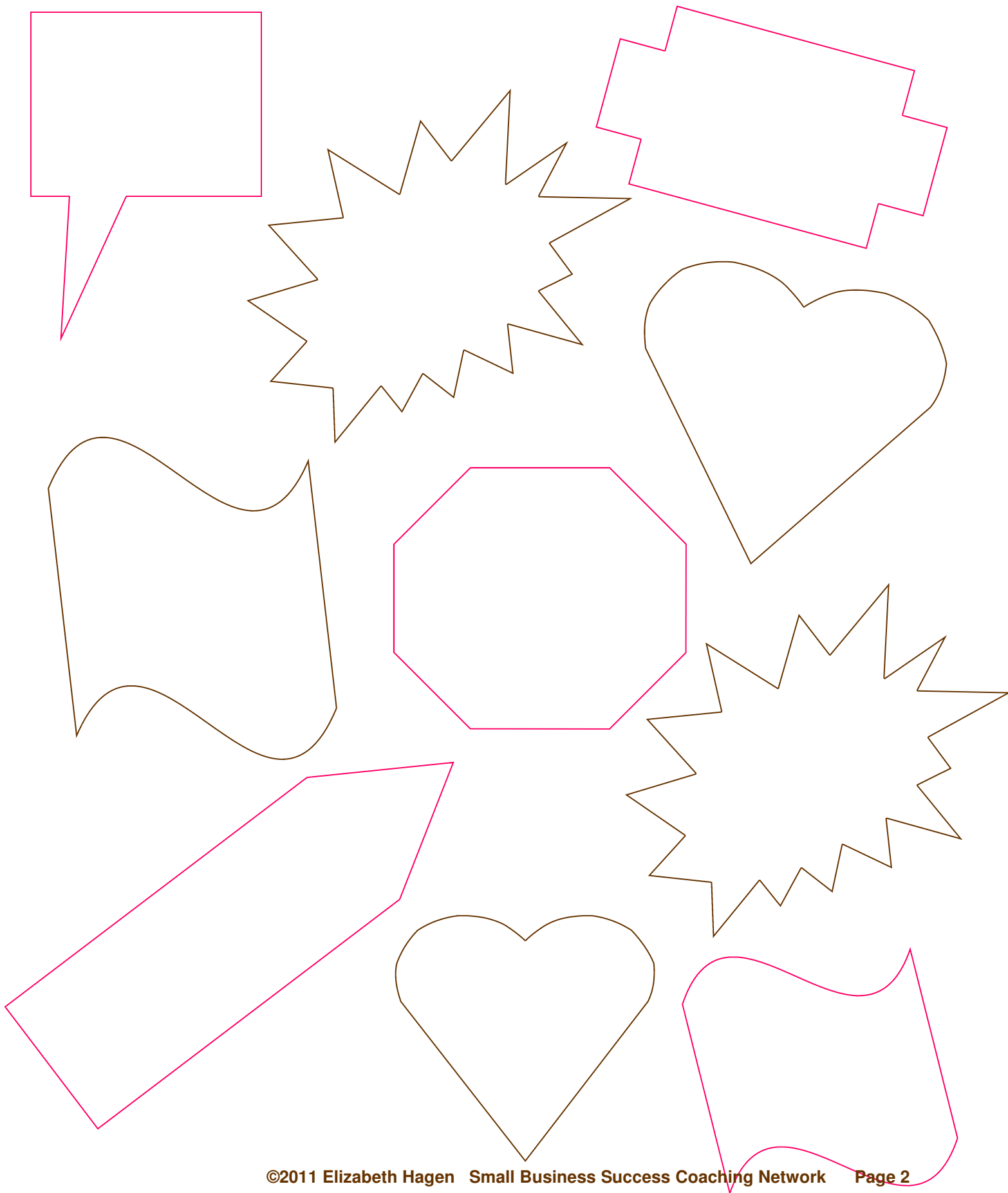
I can't wait to share some of these with you and then hear about your successes!

Love and confidence,

Elizabeth

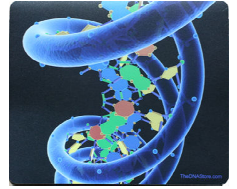
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Actions I Will Take



Build & They Will Buy

DNA of Marketing Plan



STRATEGIES:
Primary

Secondary

Benchmark =

MARKETING TOOLS:
Passive

Active



ACTS OF MARKETING:
Random

Deliberate

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7 CORE NEW CONTACT MARKETING STRATEGIES:



Direct Mail

Telemarketing



Advertising

Networking



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Trade Show



Publicity



Showcase



ACTION PLAN:



Build & They Will Buy

Database Game Plan



ACTION PLAN:

February 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FREE Marketing Package from *Elizabeth Hagen*

Yes! Elizabeth, I want your FREE MARKETING PACKAGE to help me solve my biggest marketing and business challenges!



FREE eBook—"Growing Your Business with Confidence: Simple Strategies YOU can do NOW!"

Would you like 12 strategies to confidently grow your business and have fun doing it? Every one is doable, easy, and costs little to implement. These valuable strategies are included in this special FREE GIFT I've created for you. All you need to do to receive this valuable information is to complete the form below.

You will also receive a FREE subscription to my monthly "Growing Your Business with Confidence" e-newsletter articles. I share simple, practical, and proven marketing tips that will help you grow your business.

Yes, Elizabeth, I want a COMPLIMENTARY EXTRAORDINARY BUSINESS MARKETING BREAKTHROUGH SESSION (valued at \$100)

In this 30-minute phone Extraordinary Marketing Breakthrough Session I will walk you through:

- ⇒ The hidden challenges that are unconsciously sabotaging you from growing your business
- ⇒ Creating a crystal clear vision for your ultimate business success
- ⇒ How to get renewed, re-energized, and inspired about your business
- ⇒ The one simple step you can take immediately to get into action

Please note there are a LIMITED NUMBER of sessions available. Please check the box in this section and fill out the form TODAY and I'll contact you for your appointment

****PLEASE Print Clearly So You Receive Your FREE Marketing Package!****

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone#: _____

E-mail: _____

Would you like to get articles on being more confident each month? Check this box to also receive my "Extraordinary Results" monthly online articles.

I belong to another group or association that is looking for a professional speaker on this topic. Please send me additional information that I can pass on to the appropriate person.

Please be assured I will NEVER share, rent or sell your information to any other company. You have my word on it!