

The **FAST TRACK**



## **Marketing & Advertising Module**

**Implement the Marketing System with a Proven Track Record That Built a \$2.2 Million Dollar a Year High End Carpet Cleaning Business...**

**This System Reveals How to Get the Highest Price for Your Service!**



**You will learn the exact, proven marketing systems and messages that get an average of 50 cents per square foot (without protector) for carpet cleaning. No kidding!**

It does not matter what town you live in or what method of cleaning you use, this module will teach you exactly how to position your company at the highest price possible!

**Plus... Learn what advertising methods work, and which ones don't. This module includes a thorough discussion on each advertising method available to you. You will learn how to write an advertisement that gets results. This module is jam-packed full of ad critiques, brochure and ad samples, presentation programs, and proven materials that Howard Partridge uses in his own company.**

**For example, one post card included in this module has made company after company thousands of dollars alone. It will be included in this package along with dozens of other ready-to-print ads, post cards, and direct mail letters.**

Discover proven strategies companies have used to get on TV, radio and in the newspaper for FREE, and how YOU can do the same!

The key to any successful business is great marketing. If you are not satisfied with the pricing you are getting and the results you are getting from your advertising, get this package TODAY! If your business has been doing quite well, but it is time to take it to the next level, get this package TODAY!

**For a Limited Time Only, The **FAST TRACK** Marketing and Advertising Module includes a *BONUS DVD Presentation of Howard Partridge – Live;* and a *BONUS Audio CD* so you can watch or listen to reinforce your learning wherever you go!**

Remember that ALL **FAST TRACK** Modules come complete with a narrated, interactive PowerPoint learning presentation, manuals, a computer CD packed full of sample forms, brochures and ads, and ready to print materials. Some also come with ready to present consumer computer presentations and videos.

## The **FAST TRACK** Marketing & Advertising Module Includes...

- ✓ How to Get the Highest Price for Your Service
- ✓ Two Poor Business Habits That KILL Great Marketing
- ✓ Costly Marketing Mistakes
- ✓ Proven 5 Point Marketing Message that Will Revolutionize Any Business
- ✓ Understanding Your Target Market
- ✓ KIA Customer, Saturn Customer, Mercedes Client
- ✓ 9 Step Marketing Plan
- ✓ How to Get FREE Publicity
- ✓ Sample Press Release
- ✓ How to Get on TV for FREE
- ✓ How to Position Yourself as *the* Expert in Your Area
- ✓ How to Assess Your Competition
- ✓ How to Shop Your Competition
- ✓ What Advertising Mediums Work, and Which Don't?
- ✓ Thorough Discussion of Yellow Pages, Direct Mail, TV, Radio, Billboard, Newspaper, Circulars and Flyers, "5 A-Rounds"
- ✓ Yellow Page Ad Critiques
- ✓ Sample Yellow Page Ads
- ✓ Sample Radio Commercial
- ✓ Sample Print Ads
- ✓ Slash Your Costs Using Bartering
- ✓ How to Write Powerful Copy: Motivators, Headlines, Sense of Urgency, Call to Action, Testimonials, Copyrights and Trademarks
- ✓ Advertising Principles
- ✓ Marketing Calendar
- ✓ Marketing Budget
- ✓ Marketing Source Log
- ✓ "How to Select A Professional Cleaning Firm" Brochures
- ✓ "How to Select A Professional Cleaning Firm" Audio Message (digital master recording)
- ✓ Free Trial Offer Cards
- ✓ Recommended Marketing Books
- ✓ *New Items Just Introduced...*
  - Ready to print "How To Identify A Professional Cleaner Brochure"
  - Sample radio script and radio advertisement
  - Live television spot promotional sample
  - More postcards than ever!

PRICING: Part Number FT013 Price \$329.00

To order, call your local Bridgepoint Distributor, or Call Richard Michaelson, the Business Support Programs Director for Bridgepoint Systems at 1-800-794-7425, extension 130



The **Fast Track** Business Growth Modules were developed by Howard Partridge and Bridgepoint Systems. Howard Partridge operates one of the industry's most successful high-end carpet cleaning businesses, having built his company



from the trunk of his car to a \$2.2 million dollar enterprise. The systems and strategies included in the **Fast Track** Modules are put to use every day in Howard's company, Clean As A Whistle, in Houston, Texas. Take your company to the next level by implementing the **Fast Track** System!