

# ***BUSINESS LICENSES UNLIMITED***

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## **121 Ways to Market Yourself and Your Company**

Here are 121 ways that salespeople have used to reach their desired clientele. Go through the list, brainstorming and writing down the ideas that would work for you.

Ad Specialty Item  
Advisory Boards  
Articles  
Audio Cassettes/CD's  
Auto-Dialed Messages  
Bench Ads  
Billboards  
Books  
Booth at Shows & Expos  
Branded Clothing  
Brochures  
Bulletin Boards  
Bus, Taxi, Truck Ads  
Business Cards  
Business Card Ads  
Buttons  
Calendar Listings  
Canvassing  
Car Sign  
Card Decks  
Career Nights  
Centers of Influence  
Civic/Social Clubs  
Classified Ads  
Columns  
Community Service  
Conference Calls  
Consultations  
Contests  
Coop Mailings  
Coupon Books  
Cross Promotion  
Direct Mail  
Directories  
Distributors  
Donations & Gifts  
Door Hangers  
Door Prizes

Electronic Bulletin Boards  
Email  
Exhibits  
Fairs  
Fax Blitz  
Feature Stories  
Flyers  
Fundraisers  
Gift Certificates  
Gifts  
Inserts  
Internet Banner Ads  
Internships  
Invitation-Only Events  
Joint Ventures  
Kiosks & Carts  
Leads Groups  
Listings  
Loss Leaders  
Magazine Ads  
Mascots  
Matchbooks  
Mouse Pads/ Placemats  
Movie Theater Ads  
Newsletters – Print/Email  
Newspaper Ads – Display  
Open Houses  
Parking Meter Ads  
Party Plan Sales  
Per Inquiry Ads  
Personal Contact  
Personalized Letters  
Point of Purchase Display  
Positive Picketers  
Posters  
Preferred Provider  
Premiums  
Press Releases  
Public Speaking

Public Speaking  
Publicity  
P.S.A.'s  
Radio Ads  
Radio Infomercials  
Radio Interviews  
Radio Talk Show  
Raffles & Lotteries  
Recorded Messages  
Recruiting  
Referrals  
Reports  
Restroom Ads  
Rolodex Review  
Sales Reps  
Seminars & Workshops  
Signs  
Special Events  
Sponsorships  
Statement/Bill Stuffers  
Surveys  
T-Shirt Ads  
Take Ones  
Telemarketing  
Television Ads  
Television Infomercials  
Television Interviews  
Television Shows  
Television – Public Access  
Testimonials  
Tours  
Trade Shows  
Video Box Ads  
(DVD/Tapes)  
Videos (DVD/Tapes)  
Website  
Website Links  
Word of Mouth  
Write-in Campaigns  
Yellow Pages  
1-900 Telephone Lines