

Quick-Reference Guide

to Your Daily Marketing Guide

365

Ways to

Stir the Pot

and Put Marketing
into Action!



BOOK INDEX

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365 MARKETING INDEX

JANUARY

- 1 Happy New Year!
- 2 What is marketing really?
- 3 What do you want to happen this year?
- 4 Divide your marketing goals into specific strategies.
- 5 Divide your strategies into specific action plans.
- 6 Marketing is a process.
- 7 It's all about impressions and perceptions.
- 8 Everything is marketing.
- 9 How can we make a great impression here?
- 10 Who is your customer, specifically?
- 11 Who is your ideal customer?
- 12 Get them to decide to choose you.
- 13 Marketing is not sales.
- 14 Keep marketing and sales separate, but collaborative.
- 15 Everyone's a marketer.
- 16 In the minds of the customer, each employee represents your entire company.
- 17 The marketing role of your marketing team...
- 18 The marketing role of your sales team...
- 19 The marketing role of your accounting team...
- 20 The marketing role of your operations and support team...
- 21 The marketing role of your human resource team...
- 22 What's in it for me?
- 23 What *is* in it for your customer?
- 24 What have you done for me lately?
- 25 Who's your competition?
- 26 What is your marketing environment?
- 27 What is your selling cycle?
- 28 How will you know if you're successful?
- 29 Don't expect too much too soon.
- 30 Stir all of your pots.
- 31 Establish the systems that make marketing routine.

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FEBRUARY

- 1 Just start.
- 2 Make plans for Valentine's Day.
- 3 Develop a marketing calendar to keep your plans on track.
- 4 Develop task summary sheets.
- 5 Create the tools that drive the process.
- 6 Share your marketing plan with your employees.
- 7 What does the customer want?
- 8 Always ask, "What is the marketing opportunity here?"
- 9 Where are you taking me?
- 10 Tell the features, but market the benefits.
- 11 Teach everyone *in* the company everything *about* the company.
- 12 Manage your databases wisely.
- 13 What's your company's personality?
- 14 How do you want to be perceived?
- 15 Are your image and identity in sync?
- 16 What's the personality of your marketing materials?
- 17 How do you stand out from the crowd, the clutter, and the competition?
- 18 Stand out by doing different things.
- 19 Stand out by doing things differently.
- 20 Stand out by stirring emotions.
- 21 Stand out by being consistent.
- 22 Stir awareness.
- 23 Stir mindfulness.
- 24 Stir conviction.
- 25 Give them something to talk about.
- 26 Make your marketing message "sticky."
- 27 Ask for referrals.
- 28 Tell them what you do, not just what you are.
- 29 What's your *lagniappe*?

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MARCH

- 1 Thirty days to go in the first quarter.
- 2 What do you want your business (and life) to look like 3 years from now?
- 3 Identify 5 key accounts you want to focus on this month.
- 4 Market to 1, market to 52.
- 5 Give your customers lots of good news.
- 6 Help them gain pleasure and avoid pain.
- 7 What keeps your customers up at night?
- 8 What business are you *really* in?
- 9 What does your customer *not* want?
- 10 Could a stranger understand what you do just by looking at you?
- 11 Do all of your print communications look and sound like they come from the same company?
- 12 Why would I want to do business with you?
- 13 Remember, people don't buy what you do. They buy what you do *for them*.
- 14 Use the most important word in marketing: YOU.
- 15 How often should I contact them?
- 16 Tell them exactly what they're getting--tangible and intangible.
- 17 Celebrate your marketing successes today.
- 18 Give them a hint.
- 19 Go for communication, not just information.
- 20 Go for communication, not just decoration.
- 21 Make sure your copywriter adopts your voice.
- 22 Don't just tell them, show them.
- 23 Make your team "real" with pictures and bios.
- 24 What are the best tools for me?
- 25 Layer your marketing tools.
- 26 Use different programs for different targets.
- 27 Establish your graphic standards.
- 28 Put an ad on your fax coversheet.
- 29 Include marketing in your sales tickets, invoices, and statements.
- 30 Where else can you put your marketing message?
- 31 You get what you measure.

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APRIL

- 1 No April Fool's, it's a new quarter and time to see and be seen.
- 2 Go postcard crazy.
- 3 Stand out with "cool stuff."
- 4 Stand out with "fun stuff."
- 5 Stand out with simplicity.
- 6 Love junk mail.
- 7 Stay up late for the infomercial.
- 8 Come out with a punch.
- 9 Make your point and stick to it.
- 10 Give advertising time to work.
- 11 Close all communications with a call to action!
- 12 Apply the infomercial formula to your website.
- 13 Put your logo and contact information on *everything*.
- 14 Celebrate new customers.
- 15 Have a system to identify and revive inactive customers.
- 16 Never, ever underestimate the power of a contact.
- 17 Track activity to your website and adjust your web marketing accordingly.
- 18 Where do you need to be online?
- 19 Have one central theme per marketing piece.
- 20 Don't make them dig.
- 21 Don't make them think.
- 22 Cross-promote departments and offerings.
- 23 Use colored envelopes.
- 24 Put the envelope to work for you.
- 25 Have great curb appeal.
- 26 Have umbrellas, tissues, drinks, and other special touches handy for customers.
- 27 Make your reception area a marketing machine.
- 28 Make your receptionist a marketing machine.
- 29 Smile when visitors walk in and speak to them right away.
- 30 Make your office smell really good.

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MAY

- 1 Keep marketing top of *your* mind.
- 2 Do a 6-week marketing blast.
- 3 Establish standard marketing protocols for standard events.
- 4 Review your invoices, estimates, and proposals for marketing value.
- 5 Ask for the order.
- 6 So, what do you do?
- 7 Write strong letters.
- 8 Lighten up on the marketing-speak.
- 9 Going on vacation anytime soon?
- 10 Pick an obscure holiday to celebrate with customers.
- 11 What can you finish today?
- 12 Assign the right representatives to the right customers.
- 13 Who can help you on your path and how can you find them?
- 14 What organization do you need to be involved in (or not)?
- 15 What do you need to edit *out* of your business?
- 16 Keep it simple.
- 17 Focus on what you generate, not what you spend.
- 18 Stop ticking off your customers.
- 19 Give employees authority to please customers.
- 20 Trust your instincts.
- 21 Measure. Measure. Measure.
- 22 Focus. Focus. Focus.
- 23 What kind of marketing do you need to do in-house?
- 24 How often are they hearing from you?
- 25 Use wall space effectively.
- 26 Ask for testimonials and use them.
- 27 Remember, people love to buy, but hate to be sold.
- 28 Help them understand *why*.
- 29 Make your communications visually scannable.
- 30 Collect copies in a master marketing binder.
- 31 School's out for summer!

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JUNE

- 1 Marketing plan checkpoint.
- 2 Be prepared for objections.
- 3 Have a process for everything.
- 4 Stay out of the middle.
- 5 Consider your context.
- 6 Stand out by being the best.
- 7 Reward customers for *being* one, not just becoming one.
- 8 Get your customer's opinion.
- 9 Make your sales force a marketing force, too.
- 10 Call in the professionals.
- 11 Be patient.
- 12 Make life better for them, not just you.
- 13 How does your customer process information?
- 14 Act like you know them even if you don't.
- 15 Thank them even when you don't get the business.
- 16 Send bulky packages.
- 17 Include a response vehicle.
- 18 What's the price? What the *value*?
- 19 Ask first. Tell second.
- 20 Open with open-ended questions. Close with closed-ended questions.
- 21 Make risk less risky.
- 22 Be like Pontiac. Build excitement.
- 23 Don't make them wait on you.
- 24 Say thank you just because.
- 25 Getting tired of that message? Don't be too quick to change it.
- 26 Take a survey.
- 27 Know when *not* to use email.
- 28 Ask 5 essential questions before starting any marketing piece or project.
- 29 Use the words.
- 30 Get good printing.

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JULY

- 1 It's half-time!
- 2 How often will they get your message this quarter?
- 3 Priority check.
- 4 What strategic alliances could benefit your business?
- 5 Never leave them empty-handed.
- 6 What drives you crazy on the phone?
- 7 Make customers better customers.
- 8 Is your website accurate and current?
- 9 What does your website say about how your company performs?
- 10 Start strong, finish strong on every page of your website.
- 11 Keep paper in perspective.
- 12 What vendors do you need to hire or fire?
- 13 What do you need to say *no* to?
- 14 Give yourself a 30-day perception challenge.
- 15 Demonstrate your expertise.
- 16 Keep administrative details customer-friendly.
- 17 Please your employees; please your customers.
- 18 Don't wait for it to be "perfect." Get it out there working for you.
- 19 Don't wait on them. Make the contact.
- 20 Pick up the phone.
- 21 Establish common answers to common questions.
- 22 Do it for just five minutes.
- 23 Tell your customers when you do something extra.
- 24 Do you need a new list of prospects?
- 25 Introduce customers to as many people in the company as possible.
- 26 It's Lauron's birthday!
- 27 Get third-party perspective.
- 28 Know your numbers.
- 29 Don't overdo the tech-speak.
- 30 Test before spending a ton of money on a marketing project.
- 31 Spread happiness.

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AUGUST

- 1 Engage all of their senses.
- 2 Know who you're *really* selling.
- 3 Appeal to all types.
- 4 Let competition charge you, not threaten you.
- 5 Use strong language.
- 6 What can you learn from the hospitality industry?
- 7 Use a strong subject line to get emails opened.
- 8 Respond to online inquiries promptly.
- 9 Tell them a story.
- 10 Work events in three parts.
- 11 Tell them what they missed.
- 12 Let them rant.
- 13 Is it worth the money?
- 14 Check progress on your 30-day image challenge.
- 15 It's not what you do, but *how* you do it that counts.
- 16 Do what you say you're going to do.
- 17 Make phone "hold time" productive.
- 18 Keep things moving.
- 19 Give customers your full attention.
- 20 Get prospects involved in your products and services.
- 21 Treat your vendors well.
- 22 Never be the best kept secret in town.
- 23 Don't be a nitpicker.
- 24 What trade shows do you need to visit as a guest?
- 25 Make their entire company love you.
- 26 Build your website with search engines in mind.
- 27 Market your website.
- 28 Bring your company to life with video clips.
- 29 Look great everywhere, not just in your lobby.
- 30 Be specific.
- 31 Watch your words.

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SEPTEMBER

- 1 Follow up on outstanding quotes and proposals.
- 2 Who do you need to add to your support system right now?
- 3 Get prospects saying “yes.”
- 4 Are you sticking to your plan?
- 5 What customers or prospects need to see your face?
- 6 Go behind the scenes.
- 7 Get your files.
- 8 Impress them with what you do for *them*, not what you do for you.
- 9 Make a great *last* impression.
- 10 Charge what you’re worth.
- 11 Share your gratitude.
- 12 Say it nicely.
- 13 Tell them what’s next.
- 14 What’s your warn fuzzy factor?
- 15 Give them free information.
- 16 Assemble your web team.
- 17 Use your website to make business quicker and easier.
- 18 Add marketing punch to your voicemail.
- 19 Where *else* can you offer info about your company?
- 20 Follow up after every contact.
- 21 Have you told them 7-9 times before giving up?
- 22 Don’t make them do anything you could do for them.
- 23 Beware of policies that punish.
- 24 Make prospective employees love you.
- 25 Give them a tool they can use.
- 26 Let people know you heard them.
- 27 Keep your troubles to yourself.
- 28 Are you apologizing too much?
- 29 Think abundance.
- 30 Leave “homemade” to cookies and holiday ornaments.

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OCTOBER

- 1 Review last quarter. Implement quarterly marketing action plans.
- 2 Put some Halloween fun into your marketing.
- 3 Always have business cards ready and in perfect condition.
- 4 Punch it up.
- 5 Give everyone an event to look forward to every year.
- 6 Show “proof of performance.”
- 7 What do you need to finish before the end of the year?
- 8 Put marketing to work before and after a tradeshow.
- 9 Help them keep it all together with a custom folder.
- 10 Have the top 10 reasons to choose you changed from earlier in the year?
- 11 Celebrate successes.
- 12 Write at least one personal note today.
- 13 Time to plan holiday cards and gifts.
- 14 Head to the mall.
- 15 What customers are you losing and why?
- 16 Be authentic.
- 17 Stir all of your pots.
- 18 Work with the right people.
- 19 Don’t assume you know what they want. Ask.
- 20 Make your buyer a hero in his own company.
- 21 Give back to your community.
- 22 The company is “we,” not “I.”
- 23 Are you talking enough about “them?”
- 24 What obstacles are getting in your way and how can you overcome them?
- 25 Consider a Thanksgiving thank you.
- 26 Nurture a marketing mindset throughout your company.
- 27 Send birthday cards if you dare.
- 28 Start planning for next year.
- 29 Are all of your marketing tools working together?
- 30 Clean up your database.
- 31 Are you tricking or treating others with your image?

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NOVEMBER

- 1 Be grateful.
- 2 Never ever say, "That's our policy."
- 3 Handle late-pays carefully.
- 4 Take a sales course.
- 5 How can you bundle products and services to increase value for everyone?
- 6 Become necessary.
- 7 What gets *your* attention as an individual and a customer?
- 8 What drives you crazy as an individual and a customer?
- 9 Show up and do a good job--every single time.
- 10 Need a newsletter or e-newsletter?
- 11 Stand for something bigger than yourself.
- 12 Do you need to educate your customer?
- 13 Stand by your positioning statement.
- 14 Get everyone in the mood with music.
- 15 You're doing more than you know.
- 16 Hold on to inquiries.
- 17 Mystery shop your own company.
- 18 Keep your receptionist in the know.
- 19 Return calls and emails promptly.
- 20 Give customers the confidence of confirmation.
- 21 Give all warnings before the fact.
- 22 Hone your public speaking skills.
- 23 Have professional photos taken.
- 24 Get a second opinion.
- 25 Have news to report regularly.
- 26 Who do you need to contact before the end of the year?
- 27 Get your invoice out timely, but not too quickly.
- 28 Keep stirring.
- 29 Ask, "Is that the *only* reason you aren't ready to buy right now?"
- 30 Who needs training?

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DECEMBER

- 1 Review the early pages of this guide.
- 2 Sell more to current customers.
- 3 Never make customers wait if there's a warm body around.
- 4 When you're on the phone, be on the phone.
- 5 Demonstrate your products and services.
- 6 Be ready to change when your customer demands it.
- 7 Maintain a handy list of contacts to keep in touch with.
- 8 Be a great source of information.
- 9 Have a clean, great looking bathroom.
- 10 Keep a list of things to do when there's nothing to do.
- 11 Show them you know what you're doing.
- 12 Give them choices, but not too many.
- 13 Romance the media.
- 14 Keep track of common customer questions, complaints, and frustrations.
- 15 Take immediate action in trouble situations.
- 16 Just handwrite it.
- 17 Give them a surprise party.
- 18 Remember, it's all about people.
- 19 Actively declare what you want for your business (and life) every day.
- 20 Create your vision board.
- 21 Move in the direction of what you want even if you don't know how to get there.
- 22 Be accurate.
- 23 Give a great handshake.
- 24 Read for 30 minutes every morning.
- 25 Say "thank you."
- 26 Take a good look back.
- 27 What's in it for *you*?
- 28 Rekindle your company's love and focus on marketing.
- 29 Share your goals and strategies for the new year.
- 30 Take action.
- 31 Celebrate another year of moving forward.