



[www.Join.NORMI.org](http://www.Join.NORMI.org)  
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Monday 06/29/09

CE	TUESDAY NIGHT—LIVE in the NORMI Talking Studio...616.712.8000 x 988162#
7-9pmEST	<b>The Mold Sisters—Networking/Belly-to-Belly Meetings/Marketing</b> <b>OPEN FORUM for Q&amp;A (have your questions ready!)</b>



### The Powerful Nature of YOUR Personality!

You should consider spending several hours per month marketing your business and yourself in person: Meeting and greeting and smiling and speling and showing off yourself and your products. Getting the word out about your business and successfully reaching new customers through marketing and publicity (as compared with word-of-mouth referrals) are major time-consumers. It also can be expensive. Does it "pay off?" For most of us, I think it is well worth the effort and the expense IF you have the money, the creativity, and the proven results.

ONLY one way is the **BEST** way—face-to-face, belly-to-belly breakfast or lunch. All other ways pale in comparison to this! WOW, the power of eating together CANNOT be overlooked and EVERYONE is willing to eat on your nickel. So, let's say you spend \$20 a week eating out with one prospective strategic alliance. That's pretty cheap advertising.

Another option, that works, is the *GROUP* face-to-face. Every church group, PTA, business association, chamber of commerce, residents' association, garden club, etc., etc. with which you are associated is a group of potential customers and should be treated as such. Always carry business cards and, when appropriate, other promotional materials. You can arrive a little early, before the official meeting, and get permission leave a stack of flyers or brochures where other members can see them as they arrive or when they get refreshments. This is a great way to begin branding who you are and what you do.

The **NORMIPro Environmental TASC Force** was MADE for this kind of approach. Imagine taking three HVAC Contractors to lunch over a three week period telling them, "Yes, I've spoken with your \_\_\_\_\_ (he knows his competition) and they seem very interested in promoting their business through this vehicle." You have immediately established a "sense of urgency". Now you only have to "ask for the sale" This aspect of getting business is so easy and can be very fun. In today's economy, business people want to do business with people they trust. Fewer and fewer people are trusting email blasters, USPS blasters, and other "business people" who are looking for the easiest way to promote their business!

Adapted from getcreativeshow.com

**INVESTIGATING & DIAGNOSING MOISTURE PROBLEMS**

**CDB**

This NORMI™ Building Science course is specifically designed to better educate the student in areas of the construction process that support the NORMI™ Healthier Home Warranty program.

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**Monday**  
**July 6th**  
 7pmEST  
**REGISTER at**  
[www.BestTrainingSchool.com](http://www.BestTrainingSchool.com)  
 LIVE ONLINE CLASS  
**FREE REFRESHER!**

July Specials...

Each month the NORMI Store provides a great monthly special and JULY will be no different.

Come into CE Training tomorrow night and hear about new products, new services, and new SALES just for your attending!

It's all happening in CE Training on TUESDAY NIGHT.

