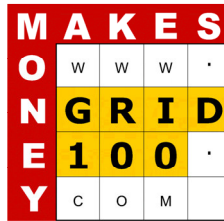


# Grid100 Marketing Pack



‘Exactly what to do to get your squares sold’

Presuming you now have your own Grid100 it's time to get it making money.....

## Hot Prospects

Usually, a committee has given this project the 'Go-Ahead' because they agree it is a good idea. So these are the first people you should contact for an easy sale.

## Get your Grid100 Wall Mounted Display Board

Having this in a prominent position on your clubhouse wall will generate interest from everyone that sees it. Members and associates who own and run a business will want to get their business card on it for a bit of free advertising. The message on the bottom of the board will let them know how cheap it is to advertise and point them to the person who can take their money.

## The Benefits to the Advertiser

On a sign by the board, in emails, on the phone or in person, these are the benefits to your potential customer...

- 12 months of great value advertising in the clubhouse and online for only £??
- Target marketing your social network
- A 'FREE' monthly prize draw giving you 12 chances to win a prize worth the money you paid
- Business expense whilst supporting the club
- Probably only one deal will cover the cost
- Will vastly increase their internet presence
- You will stop pestering them when they have joined!

## The Two methods of getting your money

The Grid100 software is fully automated so people can buy the square online, add their details and the money will go straight through to your PayPal account.

Sales monitored so far tell us that 7 out of 10 customers just like to give you the money and let you add their details for them. The software allows you to do this very easily and you can usually get the logo from their website. (No PayPal fees with this method)

### Recruit Agents

There is no need to do this all by yourself. In each of your teams will be a natural salesman who you can appoint to generate sales from his team mates.

Wives and girlfriends wearing Tee Shirts promoting your Grid are another way of getting everyone's attention.

### Incentives

After selling half of your squares things may slow down a little so this is a good time to incentivise members with a Tee Shirt, £5 note or 2 Pints etc. If you have a junior section this method is particularly good for getting their parents on board.

### Local Businesses

Emails, letters or flyers to businesses local to your club can also produce unexpected sales. Remember it is great value advertising and they only really need one new deal to more than cover their costs.

### Monthly Draw

You can set a monthly draw to take place automatically with our countdown clock on your website.

To attract more attention to the grid (and get more sales) you could do this draw manually on the last Saturday or Sunday of the month with 100 ping-pong balls. The software is flexible enough to change from auto to manual as often as you wish.

Good Luck and please let others know about our product.

Kind Regards

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