



My Thoughts Exactly

Committed to Knowledge, Professionalism and Development in the
Automotive, Fork-Lift, RV, Heavy Machinery, Insurance, and Floor Covering Industries.

Massive Action RIGHT NOW

Website or No Website? That is the Question.

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Products and Services

Dealership Consulting for Sales and Service

Support in Opening a New Dealership

Parts Inventory Audits

Five-Day Sales Training

Three-Day Management Training

Three-Day Facilitation Skills Training

One-Day Personal Marketing Class (Prospecting)

Manufacturer Development, SME, Lead Facilitation

Manufacturer Special Project Facilitation

Management On-Site Coaching Services

Strategic Planning Training and Needs Assessment

In Dealership Meeting Facilitations

Instead of making excuses for why you are not selling more, why not take "**MASSIVE ACTION**".

Get a domain name **NOW**, develop a website **NOW**, and **STOP PROCRASTINATING**. It is costing you valuable time, effort and money.

Gary Tilkin

As you all know, Gary Tilkin Consultants, Inc. is aggressively marketing the "**Art of Personal Marketing—Prospecting that Pays BIG**" workshops internationally. Besides the above statement being a shameless plug, this also sets up this month's **My Thoughts Exactly**.

Let me start by saying special times, need special actions. Instead of doing the same marketing and prospecting activities you have done in the past, how about challenging yourself to become creative and innovative. The alternative is the SAME results because you are doing the same things. Are you happy with your current results? If so, skip reading this document.

Although I can't get you organized through a newsletter (my above mentioned class does that), I can encourage you to take a giant initial step. Get a domain name and develop a simple website. So I can be clear, I am talking to all of you including; sales associates, sales managers and owners. This type of marketing is where our world is in today's day and age. This month's "My Thoughts Exactly" issue is about to give you the steps towards massive action.

Step One: Net Firms is one of the largest **WEB HOSTING** companies in the U.S. (www.netfirms.com). Go to their site or another hosting site. These sites also give you a fast and easy way to purchase a .com; .net **DOMAIN NAME**.

Step Two: Buy a domain name. Call it what you want, your name would be a start. Now you combine the web hosting company and domain name.

Step Three: Create e-mail addresses using your domain name through your hosting company. You now have the availability of more e-mail addresses then you can possibly use. Example: My domain names are www.garytilkin.com and www.professionalforlife.com, my e-mail address is Gary.Tilkin@garytilkin.com or Gary.Tilkin@professionalforlife.com. Isn't that better then bsm@hotmail.com, **Really?**

Step Four: Use your Personal Information Manager (PIM) to do two (2) things; **1)** Make sure each time you send or reply to an e-mail, it includes an electronic signature (see mine under this document) that looks like your business card. That card should show all your contact information, including your website. **2)** You collect and deposit as many names in your electronic contact list as humanly possible. In our class, we call this action developing a **PURE DATA BASE**.

Step Five: Develop your website. I can suggest two potential methods: **1)** Contact Mark Gonzalez, an excellent and extremely reasonably priced web designer at mark@garytilkin.com. **2)** Purchase web design software like **Dreamweaver CS3**. There are many brands of this type of software, just

make sure you can get live training in your town for their use.

Step Six: Get trained on the software program at a reasonable investment locally. An option is to take a one of several classes from a company called **ATHENA the Training Professionals** (www.athena.com). Athena specializes in teaching how to author and develop your website. They train on many topics, from levels 1-3. Your contact name is Leigh Anne King, Senior Vice President at lak@athenaclc.com. You can investigate local training in your area.

Step Seven: Develop **DISTRIBUTION LIST** mailings in your PIM (I use Outlook™) linking them back to your website. A distribution list is a barrel of names under a simple tag head. For example, one of my distribution lists is called "**Retail Clients**". In this list (or barrel) is 3500 e-mail addresses. Every month I send out this type of document to all of my distribution lists. The key is to link back to your website and e-mail address.

WANT TO LEARN MORE?

E-mail, call or visit my website so you or your organization can present our "**The Art of Personal Marketing—Prospecting that Pays BIG**" workshop. Another shameless endorsement, (you get the idea). Great success, and hope to hear from you soon.

Gary Tilkin