

Promotional Program Worksheet

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Frequent Customer or Pre-Sale Program:

How often do your frequent customers use you each year?

- 100 times or more (or about every 3 days or more often)
- 50-100 times (or about once or twice a week)
- 15-50 times (or about two to four times a month)
- 10-15 times (or about once a month)
- 4-10 times (or about once every couple months)

What total discount do you want to offer your frequent customers?

<u>Discount</u>	<u>Minimum Sales</u>	<u>Purchase Requirements</u>
<input type="checkbox"/> 5%	20 sales	19 paid, 1 free
<input type="checkbox"/> 10%	10 sales	9 paid, 1 free
<input type="checkbox"/> 15%	8 sales	7 paid, 1 free
<input type="checkbox"/> 20%	5 sales	4 paid, 1 free
<input type="checkbox"/> 25%	4 sales	3 paid, 1 free

What products or services do your frequent customers most-often buy?

1. _____
2. _____
3. _____

Customer Referral Program:

What products or services can you offer that have value to your customers?

1. _____
2. _____
3. _____

Free Samples:

What products or services do you offer that are new or unfamiliar to your customers?

1. _____
2. _____
3. _____

Seminars, Workshops, or Classes:

What products or services do you offer that people might like to learn more about?

1. _____
2. _____
3. _____