# **Promotional Program Worksheet**

## www.tightwadmarketing.com

© John Kuraoka. May not be copied or distributed without permission and credit.

### **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?

Discount	Minimum Sales	Purchase Requirements
[] 5%	20 sales	19 paid, 1 free
[] 10%	10 sales	9 paid, 1 free
[] 15%	8 sales	7 paid, 1 free
[] 20%	5 sales	4 paid, 1 free
[] 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	

© 1996, 2002 John Kuraoka. This form was originally published as part of *How to market your small business BIG* by John Kuraoka. It is available for free download, for individual use only, at **www.tightwadmarketing.com**. It may not be copied or distributed without express permission and credit.