



## DAILY MARKETING REPORT

Great conversation yesterday! Based on what we went over, here are some new directions to explore:

*(this is an example of the daily report you can expect from me)*

### **Content creation options:**

- **Ebook: Differentiate or Die:** a companion workbook with exercises, checklists, and worksheets. Free download for email subscribers.
- **Video how-tos** for using Ace of Sales features - managing groups, sifting your database, making an impression. All 2.0 features can be covered before moving into 3.0 features.
- **Three Tools** - a weekly video screencast where Ace of Sales highlights 3 websites that are useful or interesting for salespeople.
  - [Proposable](#) - make high quality sales presentations
  - [Prezi](#) - it's Powerpoint on steroids
  - Entrepreneur Magazine's [Sales section](#)

(The idea for the Three Tools periodical videos came from watching [Felicia Day's new Flog](#). Her **Fave Five** segment highlights user submitted content, and builds community effectively.)

### **ANDY'S RESPONSE:**

Green or red lights.

- Give me the **green light** on any of these projects and I will put them into my production queue, and have milestones and deadlines for your review within 48 hours.
- Any projects not green-lighted will remain in my **holding queue**, for review in the future, unless
- you **red-light** a project you don't think is worthwhile for the AoS brand.

## **FOR YOUR REVIEW:**

-In the footer menu of [AndyHorner.com](http://AndyHorner.com), the 'Home' link goes to 'Home-Page,' the 'Blog' page goes to a category page, etc; looks like old code that hasn't been cleaned up. Check footer.php and update with correct links, or send me admin credentials and I can take care of it for you.

-Your 'Blogroll' widget in the sidebar has stock wordpress links; I recommend removal or substitution with links and (SEO Anchor text): AceofSales.com (sales CRM software), buygitomer.com (sales training manuals), etc.

-If you haven't seen this video on the [Death of Superman](#) (17 minutes) it's entertaining.