

Hudson, Ink

MEGAMARKETER Coaching Club

Item	SILVER @ \$39	SILVER+ @ \$39	GOLD @ \$129	GOLD+ @ \$349	PLATINUM @ \$897
12-Month Marketing Strategy Planner – Shows the marketing hot buttons each month, in each media.	✓	✓	✓	✓	✓
Monthly MEGAMARKETER Newsletter – Seasonal tips, reminders, critiques, and ad recommendations.	✓	✓	✓	✓	✓
Marketing Budget Calculator Online – Go online to figure out exactly how much you should be spending.		✓	✓	✓	✓
Million Dollar Resource Directory (our vendors, consultants) – A complete directory of partners and services that can help you save – and make – millions.		✓	✓	✓	✓
GOLD Insert, Advanced Strategy – Special tips and instructions for those contractors who want to go above and beyond in their business.			✓	✓	✓
Weekly Fax / Email Reminders – We remind you every Monday of marketing tasks for the week.				✓	✓
New Ad, Promotion, Release, Script – The newest ads, promotions, and campaigns are yours, free.	✓	✓	✓	✓	✓
Services					
Private Monthly Phone Coaching – We're specialists in contractor marketing and charge \$280/hr. for consulting, yet Coaching Club members get this expertise included.	20 min per month	40 min per month	1 hour per month	3 hours per month	6 hours per month
Free Call in Days for Ongoing Coaching – Dedicated days and times to help you solve your marketing snags.	Fridays 1-4pm	Tues Thur	Tues Thur	Tues Thur	Mon thru Fri
Free Ad Critiques – As part of your coaching benefits, we'll send you a custom critique with tips to improve your ad's response.	2X/year	4X/year	4X/year	12X/year	Unlimited
Hudson, Ink Discount on Products and Services – Your Coaching Club membership gets you into the highest discount rates offered.	10%	15%	15%	25%	50%
Priority Service on Custom Copywriting – As a Coaching member, your custom jobs are our priority.		✓	✓	✓	✓
Fast Access Email Coaching Line – MEMBERS ONLY get to jump to the head of the line		✓	✓	✓	✓
Free Access to Teleseminars (T/S) – You will be invited for free and offered a recording of the call with the sharpest and highest paid experts on many profit-pumping subjects.	✓	✓	✓	✓	✓
T/S Bonuses – Submit questions prior to call and receive a transcript of the teleseminar.		✓	✓	✓	✓
T/S Free Replay Access – Listen to the teleseminar whenever you want with free replay access.		✓	✓	✓	✓
Open Q&A time during T/S – Receive open access to the experts on our teleseminar calls.				✓	✓

Services (continued)	SILVER @ \$39	SILVER+ @ \$39	GOLD @ \$129	GOLD+ @ \$349	PLATINUM @ \$897
T/S CD Sent to You with Tip Sheet A CD recording of the teleseminar as well as a tip sheet will be sent to members.				✓	✓
Monthly Group Coaching Calls – Outside Hired Expert Coaching Club only teleseminars to address specific issues dealers are facing today.	✓	✓	✓	✓	✓
Open Q&A time during Coaching Call – Ask your questions and get feedback from the experts during coaching calls.	✓	✓	✓	✓	✓
Members-Only Website – including “Ask Adams Now” – Need a marketing question answered or want to read the ques-	✓	✓	✓	✓	✓
Free Marketing Plan Analysis – You can get a working outline to “plug in” to your market – without the \$7,500 fee an agency would charge.				✓	✓
Attendance to Hudson, Ink Events – Receive discounts off Hudson, Ink regional and national events.	10%	20%	25%	50%	Free
Online Intelligent Discussion Groups – Discuss topics of interest and problem spots in online discussions with other contractors.			✓	✓	✓
Online Audio Training Seminars – More training available online on a variety of topics.			✓	✓	✓
Monthly Marketing Monitor Service – We will monitor your results and keep your marketing campaigns fine-tuned based on response and ROI.					✓
Vendor Offers					
Voice Broadcast – free calls, furnished scripts – Schedule reminders, and “thank you” calls with the push of a button! Get up to 500 calls sent, with furnished scripts, totally free.		50	100	200	500
Premier Partners – Receive discounts from our Premier Partner printer and mailhouse. Don’t get stuck thinking direct mail is a hassle - it isn’t!	✓	✓	✓	✓	✓
Market Hardware – free website review – Let our specialists give you an honest review, with specific recommendations to increase traffic and conversions.	✓	✓	✓	✓	✓
Contractors.com – Get started with this partner online lead generation service, a partner of HGTV.	✓	✓	✓	✓	✓
Discounted Welcome Wagon Service – Get started on this program with a discount usually reserved only for national franchises!	✓	✓	✓	✓	✓
Free Service Magic Set Up – This program is yet another cool lead source with a \$100 benefit!	✓		✓	✓	✓
Send Out Cards – This program allows you to send “real” thank you cards as easy as email. Get FREE cards and templates as a Coaching Club member.	10	50	50	100	500
1-hour Salesman Phone Screening with Drew Cameron			✓	✓	✓
1-hour Tech Sales Training with Joe Crisara			✓	✓	✓
Expresscopy.com – Contractors are able to quickly customize a postcard online and create a mailing.	✓	✓	✓	✓	✓