

SMART MARKETING

Free Research for Your Firm...Really!

Learn what other business people think about your company, your products or services, and your competitors. Learn their buying process, their favorite media and more. And this time only...it's free.

YOU'RE LUCKY I LIKE YOU SO MUCH!

I'm actually going to conduct a survey for you and not charge you. If you feel guilty accepting free services, you can buy me a Crown on the Rocks at Caffé Capri.

WHY WE'RE DOING THIS

We believe the best way to demonstrate the value of marketing research is to get businesses to try it. Businesses should make customer and prospect research an ongoing process. If we can help you come to that conclusion — it's worth the effort.

WHAT YOU'LL LEARN

Along with other important information, we'll try to determine:

- Does the participant know of your firm?
- Do they BUY your kind of product or services?
- Do they plan to? When? What affects their buying decision?
- How do they rank your firm vs. your competitors?
- Which media do they use most often?

WHAT YOU WILL NOT LEARN

You will NOT learn the names of people and companies who participate in the research. You will NOT be able to use this as a list of sales leads. And other firms will NOT learn your name or be able to use you as a sales lead.

HOW THIS CAN HELP YOU

Once you get the results of this survey, you can make adjustments that should bring you more business and profit. If needed, you can fine-tune the way you

sell, or revamp your image or your marketing. You may get to know your customer — and your own business — better.



George Farris

HERE'S THE DEAL

To get a free survey — you answer one first. That's your only responsibility besides registration. In a few weeks you'll receive a link, via email, to a simple online survey. Complete the survey and you'll get the results of YOUR research.

YOUR IDENTITY IS KEPT CONFIDENTIAL

No one outside my firm will know who took or asked for a survey.

RESULTS ARE SENT TO YOU — NOT PUBLISHED

The specific research results will go only to those who participate. I'll write about the overall project and general issues, but your company results will not be in my column.

THREE SIMPLE STEPS

1. You register at www.ValleyOpinion.com.
2. We conduct the survey, tabulate and analyze the results.
3. You receive the results.

WHAT ARE YOU WAITING FOR?

Get your FREE research at www.ValleyOpinion.com.

Questions, comments?

Write George Farris at

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FARRIS

MARKETING

Maximize Your Message

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