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Ideas To Market AllSportRating

Who can you talk to?

Market Where You Go and What You Do!

Methods that are working well for people are:

1. having booths at sporting events.
2. taking our presentation folders out and talking to businesses
3. talking to and working with coaches and teams and showing them how they can use this as a win-win for their team and use this as a way to help their athletes be rated and recognized and use it for a fundraiser for their team.
4. working with Booster Clubs
5. getting sponsors to sponsor and help athletes.

Great people to talk to about helping AllSportRating:

Coaches, athletes, people that are motivated, people that are sports minded, people at sporting events, family members, school personnel people in the neighborhood, anyone you can think of From the past Who do they know? sales people, dads and moms, college students people from other countries-This is International, pro athletes, people with businesses associated with sports, and so on.

Methods of finding people to peak their interest!

The Best Method is to take them to your AllSportRating Web Site and show them all the features and how easy it is to use the site.

1. Provide people with Flyers, CD's or walk them through the Presentation pages in your book. Keep it simple.
2. Send them the PDF Files for your flyers and presentations by email and then follow up with an appointment..
3. Send them links to the Flash Presentations and this will take them to your website too.
4. Send them a link for the call or invite them on the live call
5. Answer any questions and if you need help-call your sponsor and then take them to www.yourid.AllSportRating.com to sign up under you as a Sport Consultant. The cost for this is \$45.00 plus \$15

shipping. They will receive a leather briefcase with the company logo embroidered on it, a presentation book with a presentation, a company pin, and CD's with the Flash Presentation.

1. Businesses in Your Town? Talk to the Chamber of Commerce, the newspapers, and the radio stations and find out what upcoming events there are in the town and perhaps, even in the State. Find out what businesses support and help kids. Get a listing of all the Sport Type Businesses in the area.
2. Often the Internet will feature a list of events that are happening for your area or for your state too. Do a search on your favorite search engine. For instance, I may want to search: High School Basketball Games in Texas. I will go to Google or www.Dogpile.com and type that in. This will take me to sites that I can search and find information that will help me. I put in the search line exactly what I want to find. Perhaps, I want to change the wording to Texas High School Basketball. I will get a different listing of links I can check out. While I am at those links, I will find other pertinent information and this will provide me with some great leads.
3. Find Boards you can put your flyers and business cards on. Take the Board Flyers we have on the resource site or make your own and get a plastic envelope and put the tri-fold flyers, business cards, or CD's in the envelope. You will need to be able to fill these up on a regular basis.
4. Carry the CD's and the Flyers with you all the time. Put Flyers and CD's at hotels, stores, gas stations, pizza places--- places where sport teams stay for tournaments or go while at their sporting events.
5. Run ads in papers, on the Internet, in sport magazines, in local free papers, and other places! There are millions of free advertising sites on the Internet. Place 30 ads a day and at the end of the month, you will have 900 ads out there. Keep doing this if this is your method of advertising. Pay a little and you can often get the posting in a better spot. People are all over the Internet and you never know who will see the ads you put in. Have your kids do this for you. Some examples would be:

Looking for Motivated, Sport-minded
People To Help Athletes & Earn \$\$.
<http://yourID.AllSportRating.com>
Call: 231.888.1212

Help Athletes! Have Fun! Make Money!
Call Today! 231.888.1212

<http://yourID.AllSportRating.com>

Average & Above Athletes, We FIND CHAMPIONS!

Learn How You Can Be Rated & Recognized!

Did You Know You Can Play

Sports After High School?

NeedSportMoney?

Get Your Free Web Site NOW!

Call Today! 231-888.1212

6. Colleges and High Schools are often great places to advertise. They offer cheaper prices for ads in their papers, on their radio stations, and often have many boards to put up flyers. This may even be easier if you sign up a sport consultant in the school and they can get permission and be able to advertise for less or free. Word of Mouth would be a better way to advertise here too. People can become Sport Consultants at age 18 and before this if their parents sign for them to do this.
7. Put Magnets or decal lettering on your car directing people to one of the presentations or to the AllSportRating web site. You can have these made at sign companies.
8. If you live in an area that has traffic, put a sign in your yard, if this is allowed your area.
9. Write Articles about being Sport rated or about finding sport money for ezines.
10. Often area newspapers will feature an article on a new business in your town for free and you can let people know how you are helping athletes.
11. If you have a webpage on the Internet, put a link to your site. AllSportRating
12. You have an email list, let everyone know you have a new business and put links on of the weekly call and a presentation or invite them to join you.
13. Call and invite people to join you on a call or let them know you can email them with info to check out.
14. Let people know you are doing something different and would check it out and let you know what they think about it.
15. Do a search and find out what kinds of trade shows, expos, and events that are available that you can go and talk to people.

16. Does your area or the area around you have Hockey or Sport Arenas? This would be a great place to talk to people. Athletes can learn about the web sites and the workers or managers may want to be Sport Consultants. Many Coaches, Teams and parents will also come there.
17. Have a Sport Store buy a web site for an athlete. They could advertise for athletes to apply for the scholarship and the opportunity to have a website and be sportrated. This will bring more athletes to their store and more athletes would learn about AllSportRating and want it too. The store owner may be a Sport Consultant and he would find more people to sell web sites too and this would also educate coaches and others on AllSportRating.
18. Create AllSportRating Shirts and wear them to events.
19. Buy Shirts for a Sport Team and be their sponsor. Go to their game and events. We have a source for you to get wholesale prices from.
20. Some people like to talk to others in chat rooms.
21. Put ads on placemats.
22. Put ads for athletes or Sport Consultants on the back of register receipts.
23. Use the yellow pages, newspapers and magazines, searches, signs along the road, and referrals from others for new and different leads.
24. Become a member of a Chamber of Commerce or a Sport Group. One lead will lead to another.
25. If you are working with schools and teams, you may want to check into getting your printing done through the schools. It is often much cheaper.

This list can go on and on....These are simply ideas. Put your methods of promoting the business in place. Consistently do the methods each and every day and your business will grow. Do nothing and it more than likely will not grow.

I find that if I consistently work a plan for 90 days and get my momentum going, I will find success. If I do not work it consistently, I will have to start all over.

Decide how much time you have to work the business.
Decide what methods will work for you to find people
Work your plan into your life-where you go and what you do.
Find Successful People To Work With You!

Remember!

Massive Actions Equal Massive Results!

Look back on your 90 day plan and view your success! Do not stop and work another 90 day plan and another. Go over what you have done and see how you may be able to improve on it.