

**SPECIAL OFFER  
FOR  
WORKSHOP  
PARTICIPANTS**

**More than a book,  
this is your  
complete  
marketing**

**solution.** It was

created specifically for you – the busy, overworked recreation, parks and community

services professional. No matter what your position or level of experience,

you will never feel creatively challenged again.

Cure writers' block forever as you become truly customer-centered with 323 idea-packed pages including:

- **Steal These Ideas** – More than 233 graphic themes and almost 800 slogans, taglines and headlines for instant imagination.
- **Canned Campaigns** – 20 complete seasonal and “evergreen” promotional campaigns featuring 80 three-dimension promotional tools.
- **Assessments and Inventories** -- Easy-to-use templates to measure strengths, weaknesses and customer needs.
- **Introductory Offer! BUY TODAY** and Get \$175 Worth of Additional Marketing Tools Absolutely FREE!
  - **Marketing Makeover CD Rom Software** (\$35 Value)
  - **Attention Grabber Grab Bag** stuffed with useful products and samples (\$20 Value)
  - **Coupons and Gift Certificates** valued at more \$120!
  - **Resource Catalogs**

**STEAL THESE IDEAS!**  
A section of  
ready-to-go  
“instant imagination”  
inside

**Breakthrough Ideas to  
Make Over Your Marketing**

**But  
We've  
Always  
Done It  
That Way!**

**HOW TO THINK  
OUTSIDE THE BROCHURE**

**Jodi Rudick, MAS**

**Yes! Yes! Yes!** I ~~want~~ need to be the first to get the hot-off-the-press “But We’ve Always Done it That Way!” Marketing Makeover and Manual. **I will be billed only \$95.\*** (Retail Value \$289)

Please Print Clearly

Name \_\_\_\_\_ Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Please bill me.  Please bill my credit card.

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

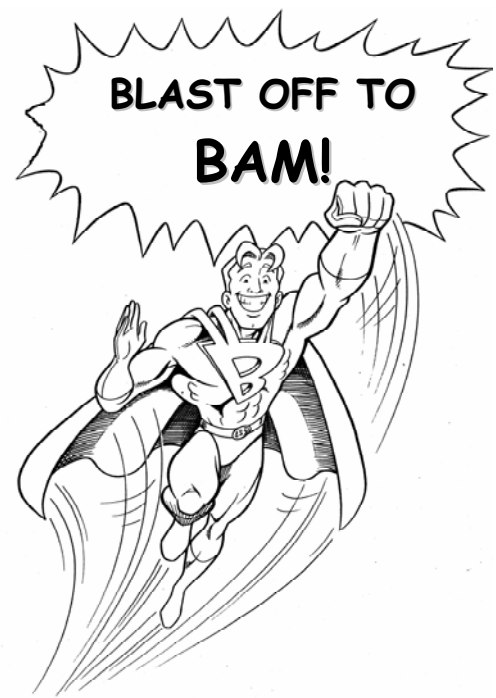
*More Great Offers on the back...*

**ADvisors Marketing Group** \* 2530 Vista Way #F29 \* Oceanside, CA \* 92056  
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[www.advisorsmarketing.com](http://www.advisorsmarketing.com) \* email: [jodi@advisorsmarketing.com](mailto:jodi@advisorsmarketing.com)

# Jodi's Other Educational Tools

- BAM! Benefits Activated Marketing – Brand your agency to be the best with the BAM! formula.** Your BAM! Manual is your map to an extraordinary place called BENEFITOPIA, where all park and recreation professionals and agencies are highly valued and viewed as an essential community resource. This manual contains more than 200 pages and Includes a FREE Word Processing Disc with templates, activities, direct mail letters and much more. \$95
- The Daily Dose Deal -- TWO E-BOOKS and FREE Desk Reference --** Add pizzazz and zing to brochures, flyers, newsletters, presentations and more with 732 quotes, facts, wit and wisdom. Search by key word, activity, date, target audience or author. \$39



OH, What the heck!?! My time is valuable and I could use all the help I can get! I'll take the **Whole Kit and Kaboodle: BAM! PLUS** The Daily Dose Deal **PLUS** the brand new, "But We've Always Done it That Way!" **Complete Marketing Solution. Get it all for only \$175 (Save \$75 off if purchased separately.)**



**Wait! One More Thing...** I want to be the first on my block to talk to Jodi about bringing her brand new "But We've Always Done it That Way" Workshop to my department, agency or association. Here are my special circumstances (if possible include dates, events, group names, etc.)

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- Ship BWADITW     Ship other \_\_\_\_\_     Add \$10 each item for shipping \_\_\_\_\_  
 E-Send BAM! On Disc     E-Send Daily Dose Vol. 1 & 2 Discs     Bill \$ \_\_\_\_\_     Payment Attached \$ \_\_\_\_\_