



STICK STRATEGY SECRETS

TESTED TACTICS THAT MAXIMIZE PROFIT AND MINIMIZE LOSSES

STICK PROGRAM IDEAS FOR NIGHTINGALE-CONANT

Strategy A — Package Sticker:

First of all, you need to put a bright sticker on the outside of every package sent out that drives the customer to call a free recorded message. This is a great strategy!

The sticker can say something like:

SAMPLE #1

WARNING!

“Don’t Open This Package Yet!”

Before you open this package, first call to hear a FREE recorded message from (author’s name) at 1-888-000-0000. (Author’s first name) has an important message for you even BEFORE you open this package.

Another sample is on the following page...



