

MARKETING RESOURCES

Resources available thru SCORE Online

Go to www.SCORE.org and click on webinars, or Tools and templates then be more specific in the search box on marketing topics for social media, email marketing or any additional topics of interest. Some examples include:

10 ways to supercharge your email marketing

<http://www.score.org/resources/10-ways-supercharge-your-email-marketing>

Socially Successful: The Five Steps To Social Media Success

<http://www.score.org/events/workshops/free-live-webinar-socially-successful-five-steps-social-media-success>

Identifying Your Sales Strategy: <http://www.score.org/events/workshops/identifying-your-sales-strategy>

Other online resources

M Plan: Create your own marketing plans from scratch with our [Sales and Marketing Software](#) See free samples. <http://www.mplans.com/>

<http://www.vistaprint.com> Quick, cheap, efficient for your marketing print media.
Books and workbooks:

Get Clients Now! A 28 Day Marketing Program for Professionals and Consultants By C.J. Hayden

Twelve Months to Your Ideal Private Practice (a workbook) By Lynn Grodzki

Writing and Implementing A Marketing Plan

By Richard F. Gerson, Ph.D.---Crisp Publications (older pre internet book, very good, simple plan to follow)

Keys to a successful survey: <http://www.mcgrawmarketing.com/keys-to-a-successful-survey/>