

How To Use
Magazine Tear Sheets
To Position YOU
As THE Authority Or
Go-To Expert



Use your Magazine Tear Sheets...

1. In a press release package

Include one in your next press release (or media release) package, along with your company info, offering info, releases, tip sheet, question sheet, book, etc.

The Media loves to write about powerful, well-positioned individuals – and this piece is slick, beautiful, and positions you as an authority in your niche.

2. As a pdf on your web page (as seen in....)

Offer it as a download on your webpage, even if it's not gated by an optin. Your visitors will be impressed, and will return to learn more or retain your services.

3. Framed on the wall in your office

Frame each page behind glass and hang in your office, to remind your visitors (and yourself) of the position you hold in the community, of your value, and of your expertise. It's a conversation piece, and sets the proper frame for sales or other business transacted in your office.

Order YOUR Magazine Tear Sheets today – Before Your Competition Adds Them To THEIR Marketing Arsenal.



4. On a coffee table in your business or other businesses

Prime your clients, patients, members, vendors, or partners for business with you, while they wait. This is much more effective than generic magazines that are usually found, positioning you as the authority, the expert, and the go-to person for your specialty.

5. In a shock and awe package – either mailed or handed in person

A shock and awe package is a powerful marketing tactic, and is usually used to position the individual or business as the leader in it's specialty. Adding a tear sheet is the perfect addition, as that is also it's purpose.

6. When speaking to lay on attendee chairs for credibility

Even if those attending your speech already know who you are, giving them this “advance marketing piece” warms them up, prepares them mentally for accepting you as the authority, the expert, and somebody who's opinion is respected. They will listen more closely, and leaving with your sheet, will have contact info in hand.

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7. At a networking event

Networking can be fraught with peril, even if you are good at it. Instead of handing out a little, easily-lost business card, hand out a tear sheet to position yourself as the topic authority and niche expert. They won't lose your tear sheet in a bag with a hundred other biz cards, and you'll be remembered the way you want.

8. At a trade show - to hand out, or to display as signage

Tradeshows are notorious for meeting hundreds of prospects – and for making a minor-at-most impression on them. Do something different than all the other vendors, who are competing for attendees' attention:

- Blow up the cover of the tear sheet, and turn it into a sign as tall as you (or taller).
- Hand out tear sheets to prospects, along with a small shock and awe package, after you get their contact info.
- Actually follow up with them after the event – or if it's appropriate, take them to lunch, and connect over a quiet, off-the-floor meal.

9. To include when mailing or shipping out a product

If you do mailings, or ship physical goods, always include a tear sheet. Reinforce in your customer's mind why they do business with you... and not with your competition. As a bonus, you might sell even more to them – with little to no effort on your part.

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