

Shock And Awe Box Contents Checklist

The following is a list of ideas to get you started. You don't need to include all of them. Yet it's by no means complete — there may be other things you'll want to include.

- "Prospect Name – The Secret Is Inside."
- Cover Welcome letter
- "Client Bill of Rights" - What they can expect from you
- Satisfaction Guarantee Certificate
- Top 6 reasons to do business with your company
- Client Testimonials
- Branded promotional items
 - 4GB USB flash drive with marketing videos
 - Hand sanitizer
 - Help desk sticker
 - Branded Notepad
 - Writing Journal
 - Stuffed Animal
 - Etc.
- Book targeting your prospects chief concerns that you can help them with
- Brochures showing how you help your clients solve a problem
- An Outline of Your Process
- "Press Kit" – CD with interview in package
- Proposal/Offer
- Samples
- Sales Letter – Why Hire Your Company
- Workbook for Starting the Journey to a Solution of His/Her Problem
- Celebrity Magazine Highlighting One of Your Clients
- Special report – "<Number> of Common <Issue Your Client Faces> Mistakes And How You Can Avoid Them" (for example)
- FAQ's
- Case Study(s)
- Orientation - How You Work
- Hand Written Note
- Business Cards
- Stick letter
- Surprise gift – specialized, relevant and valuable information: DVD, CD, book, etc.
- Products and Services Catalog
- Gift Certificate for Referrals
- Coupon for Additional Services