

16 Elmora Ave, Cranford NJ 07016 USA  
Phone: (908)272-3086 Fax: (908)325-1960  
Email: Info@JoeCoates.com www.joecoates.com

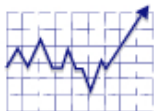
## **“We can not solve our problems with the same level of thinking that created them.”**

**Albert Einstein**

Joe Coates Marketing Consultants can provide fresh views and strategies for attacking your marketing problems. Quotations and analysis are provided via a **Marketing Tactical Review**, which is conducted in a scheduled 30-60 minute phone consultation.

### **Here’s how this works:**

- **Preparation:** Complete this application form and fax it to (908) 325-1960. You may also mail marketing materials and documents that you feel will be helpful in defining the discussion.
- **Scheduling:** Indicate a range of times and dates on the form, approximately 2 weeks from the date you submit this form. Mr. Coates will respond with an appointment time for you to call.
- **Acceptance:** Mr. Coates has a demanding schedule due to his current obligations and new clients are accepted on a limited basis. If Mr. Coates feels that your business is outside of his areas of expertise he will decline the application and recommend other resources to you.
- **The Session:** This session will only be productive if you are present and fully focused on the discussion. Please make the call from a land line telephone and ensure you will not be interrupted for the duration of the call. Refunds will not be offered due to bad cell phone reception.
- **Recording:** The call will be recorded at no additional cost to you and you will receive a copy, so you don’t have to worry about taking notes. Our clients find this frees them to concentrate of the meat of the conversation and derive the greatest benefit from the call.
- **Investment:** The 30 minute Tactical Review is \$375 (\$697 for one hour). Payment made in advance via check or credit card. **Please note that this fee will be credited against any further**



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**consulting work you contract for with Joe Coates Marketing Consultants.**

- **The 15 Minute Value Guarantee:** If at any point in the first 15 minutes, you do not feel you are getting your money's worth, you can say "stop" and the consultation is free. After minute 15, you agree to participate fully in the entire session.

**Marketing Consulting & Professional Services Application**

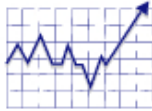
I want a (PLEASE CHECK ONE):

30 minute consultation for \$375

60 minute consultation for \$697

Name		Title	Email	
Company			Website	
Phone		Fax		
Address				
City		State/Province		Postal Code
Country	<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Discover			Expiration Date

Next Page, Please.



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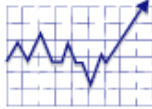
All information that you provide will be held in confidence.

**Briefly describe your company, industry & markets served**

**Primary products/services sold & sales volume**

**Please check off on the list below the marketing practices you currently use:**

- Client Print Newsletter**
- Email Newsletter/eZine**
- Free White Papers**
- Teleseminars**
- Pay-per-click advertising**
- Article submission**
- Lead Generation Advertising**
- Direct Sales Letters**
- Referral Program**
- Other (please specify)**



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**What is your #1 sales / marketing challenge?**

**What do you hope a marketing consultant can do for your business?**

**When would you prefer to have the consultation?**

**Please indicate three different times / dates, approximately 2 weeks from today, between 10 AM and 3 PM EST:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Please fill out this form and mail or fax it to (908)325-1960. You will receive a reply within seven business days.