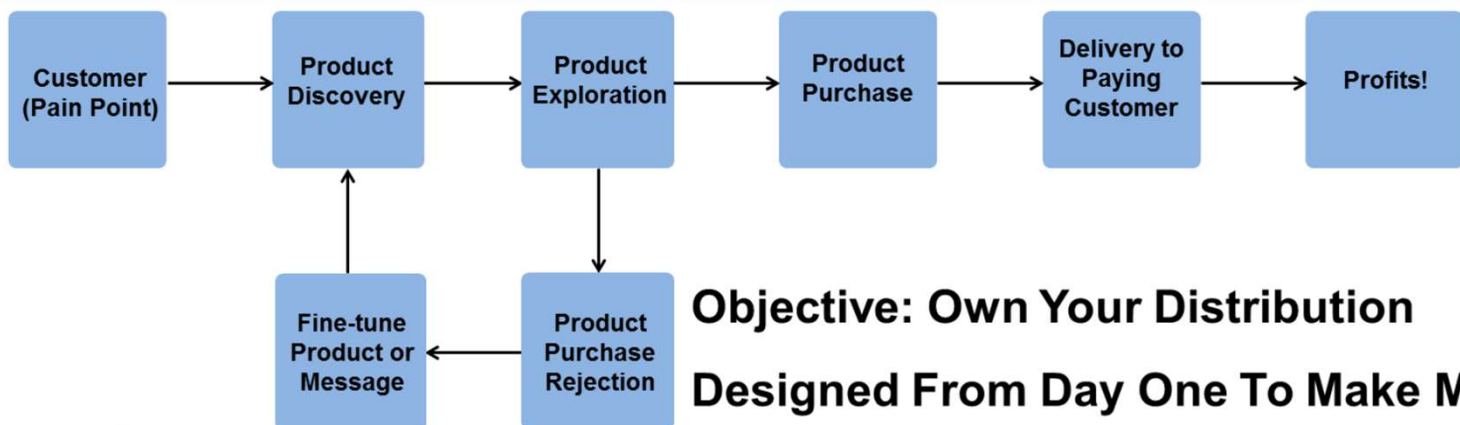


The REAL Shape Of Distribution...



**Objective: Own Your Distribution
Designed From Day One To Make Money**

Twelve Rules Of "Distribution"

- 1) Distribution = The End-To-End Process Of Selling & Delivering Your Product/Service And Making Money.
- 2) Pain Points Are The Best Distribution Points.
- 3) Objective: Own Your Distribution.
- 4) Channels + Costs + Revenues = Distribution
- 5) Match your "Distribution" Strategy to your Business Model.
- 6) The Best "Distribution" needs to scale... Fast!
- 7) The numbers must work on the "back of an envelope" if they are to work in real life.
- 8) Assumptions -> Testing -> Proof... The only way to be sure you have distribution that works.
- 9) Just say No to bad distribution strategies... Fast!
- 10) It's worth the extra work to find hidden distribution strategies. They can pay big dividends.
- 11) Match your Distribution strategy to your company.
- 12) Don't use the big guys as your model. Find your own model.... One you can own!

Possible Distribution Strategies

Traditional Advertising

Internet Ads/Display Ads (Targeted)
Search Ads
Pre-Roll Video Ads
Print Ads – Newspapers, magazines, etc...
TV/Cable Ads
Radio Ads
Outdoor Billboards
Transit Billboards
Targeted Website Ads
Direct SnailMail Cold and/or Hot
Direct Email – Cold and/or Hot
Public Relations
Celebrity Endorsement

Affiliate Advertising

Retail/Restaurant Tent Cards
Hotel, Airline, Or Other POP Location Cards
Bundled Product
Book Insert
Charity Sponsorship
Social Network Leveraging
App Stores
Affiliate Store – Amazon, eBay, etc...
Professional Organization Sponsorships
Co-Registration
Card Deck Snailmail (Cold)
eNewsletter Sponsorship
Pay per lead or transaction
Referrals
Point of use placement (Airline, Taxi, Hotel, etc...)

Physical Location Distribution

Third Party Storefront or On Shelves
Company Owned Storefront – Apple Stores
Education - Seminar / Workshop / Classes
Clubs / Community Groups – User groups
Sampling – Works well for food
Vending Machines

Catch-All Distribution

Public Relations
Education - Seminar / Workshop / Classes
Events
Multi-Level Marketing (Avon, Herbalife, Tupperware)
Internet Storefront
Search Engine Optimization (SEO)
Content Marketing – Weekly reports
Leverage Proprietary Data
Surveys
Fake News
Indexes and other manufactured news
Guerilla Marketing
Freemium

