

PARTICIPANT EXERCISE: LESSON 7
Jon Schallert: *Marketing Your Destination Business*
Interview Time: 32:47

1. Right now, what are you best forms of marketing that cost the least and bring the most profitable customers into your business?

2. Thinking of Jon's marketing suggestions in the video, what new marketing ideas and marketing tools are you going to consider using?

3. How do you currently capture database information from your customers so you can invite them back to your business for an additional visit?

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4. How are you currently capturing testimonials from customers who make positive comments about your business? Whether you are or aren't capturing testimonials now, be prepared to share the top comments you frequently hear from your customers that you should be collecting.

5. How are you currently using Google to grow your business?

6. In what ways are you currently using Facebook to grow your business? In what ways would you like to start using Facebook, after listening to the video?
