

**TOM SPUDIC PRESENTS:**  
***15 Marketing Resources To***  
***Grow Your Business On Any Budget***

- My goal for you = share many valuable resources that will help you grow your business (if you apply what you learn\*) – even with a limited budget, so you have the real freedom and happiness.
  - *Obviously, money is the vehicle and I want you to have all the money you desire – let's focus on the result of having it.*
- Your Goal(s) – What will the money allow you to do, give, and experience =

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- Perspective and the word overwhelm > HUGELY IMPORTANT



- You have 2 extremely valuable resources – TIME and MONEY
- With a limited budget – always focusing on how to use our time and our existing resources the best way possible. MINDSET NUGGET
  - “Opting In” – why this is so important.
  - **Resource #1:** <http://tomspudic.com/foundation>
- Understanding leverage = using tools and resources to achieve a desired result more efficiently and quickly with less work and frustration.



- Our goal is for a WIN-WIN-WIN scenario. Helping yourself + the people you connect with + the people they will connect with...and so on!

### **IMPORTANT NINJA TRICK:**

- Some of the training links below are directly connected to campaigns (have \* next to them) that normally require you to opt-in to get the training, BUT if you want to avoid having to “opt-in” then watch this 1 min video <http://screencast.com/t/PiiXqjaNi>

### **Leverage You Can Start Using Immediately:**

- FREE Marketing resources – will work with TIME and CONSISTENCY
  - **Social media**
    1. Do you have a strategy and is it working?
    2. Get training from people who are doing it –
      - Resource #2** <http://TomSpudic.instabizbuilder.com/special/> \*
      - Resource #3** <http://TomSpudic.socialmediainsanity.com/special/> \*
    3. Click on ads for information that you’re interested in. FB – Perry Marschall – 80/20 Sales and Marketing – life changing **RESOURCE #4** <http://tomspudic.com/pmbook>
  - **Keyword Research/Marketing/SEO**
    1. Google Keyword Planner – FREE - extremely important for your marketing
      - Resource #5** <http://TomSpudic.keywordresearchsecret.com/special/> \*
    2. Great example of a Youtube video that explains how to use the Keyword Planner –
      - BONUS RESOURCE:** <http://tomspudic.com/keyytsample>
    3. How to get the people who are looking for what you have to see your page/offer
  - **Blogging**
    1. Free resource (other than hosting fees) to start getting your information in front of people.
    2. Tanya Aliza – **Resource #6** <http://tomspudic.com/tabrand>

- **Video marketing**
  1. YouTube – content is NOT yours, so make sure you backup your content. **Still use YOUTUBE and make sure you back up the data.**
  2. Mark Harbert –
    - Resource #7** <http://tomspudic.com/mhbvid>
    - Resource #8** <http://tomspudic.com/tubetraffic>
  
- **Forums and groups**
  1. Provide value to people – comment – answer questions – interact – DON'T SPAM!
  2. Rob Fore – Expert at leveraging Forums, Groups, Blogs >
    - Resource #9** <http://tomspudic.com/robfore>
  
- **Mentors – Prospecting, Mindset, Marketing, Leadership, Etc.**
  1. Find some mentors, learn from them, and apply what you learn!
  2. Mike Dillard – Magnetic Sponsoring –
    - Resource #10** <http://tomspudic.com/mdvid> > Led me to MLSP
  3. Cesar Rodriguez – Prospecting Master – amazing at conversations
    - Resource #11** <http://tomspudic.com/cesar>
  4. Todd Falcone – Recruiting Leaders = LEVERAGE
    - Resource #12** <http://TomSpudic.top10prospectingtricks.com/special/> \*
  5. Ray Higdon – 29 Lead Sources To Get Leads Now
    - Resource #13** <http://tomspudic.com/ray>
  6. Tom Spudic – Powerful Questions To Ask Yourself And Possible Business Partners
    - Resource #14** <http://tomspudic.com/askquestions>

## Success Formula

- Find mentors > engage with their content (LEARN) >consistently apply it >teach what you've learned >repeat the process.
- **Mindset Tip - Step by step improvements** – so many times people look at the destination as being “far away” and they let distance between their current situation and where they're going stall or stop them.
  - BONUS RESOURCE:** Great book - **The Slight Edge – Jeff Olson** - <http://tomspudic.com/sedge>
- MLPS – My Lead System Pro > Access To Weekly Webinars
  - Resource #15** <http://tomspudic.com/mlspweb>
- Reach out with LEGITIMATE questions
  - [tom@peakadvantageconsulting.com](mailto:tom@peakadvantageconsulting.com) or text (612) 508-3320 (Central time between 9am-7pm)