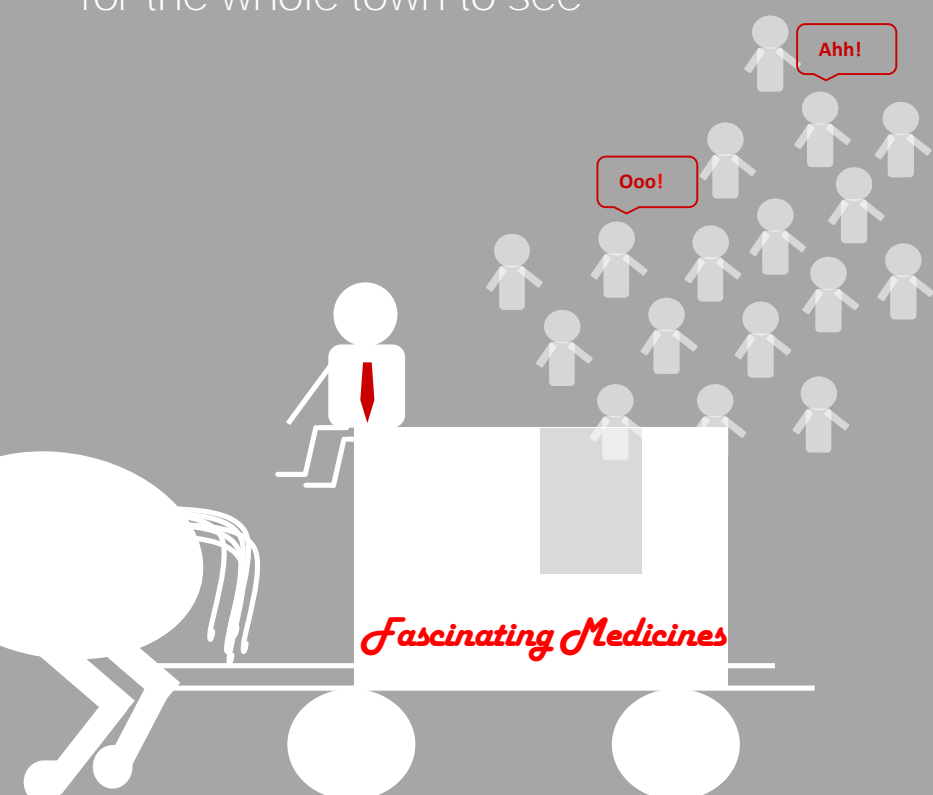


# SALES & MARKETING ACROSS THE CENTURIES

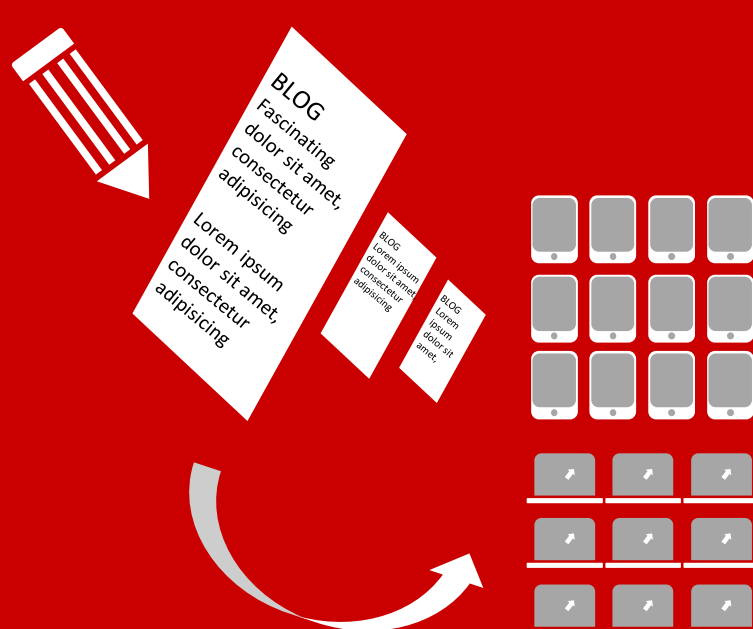
## 19<sup>th</sup> Century

Medicine Man rolls into town with his FASCINATING medicines for the whole town to see



## 21<sup>st</sup> Century

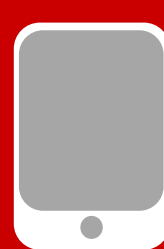
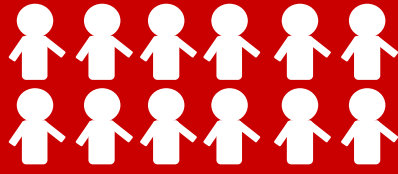
You write and publish a FASCINATING blog for the whole world to see



Some people liked his pitch so they looked at his wares



Some people liked what you wrote and visited your website



A few of those people wanted MORE information and spoke to the man about his products



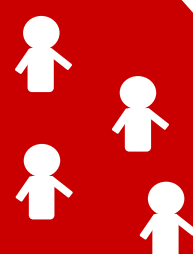
A few of those visitors wanted MORE information and read even MORE of your fascinating blogs



A handful ask him to leave product samples



A handful sign up to receive your newsletter



And then BOOM! Two people actually want to buy his products. HOORAH!



And then BOOM! Two people actually want to do business with you. HOORAH!



SAUNDERS & LEE

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