

Top-of-Mind-Awareness (TOMA) is the most awesome marketing tool around! It will attract and keep customers better than any other sales or marketing tool available to you. Just set it up and pre-qualify your prospects with the "proper introduction" -- this means the prospects actually know your name (e.g., they gave you business cards). TOMA is simply a series of letters that give the prospect or client something of value, meaning a tool, idea, or concept that will help them in or with their businesses.

How to Raise "Top-of-Mind-Awareness" (TOMA) in Your Clients and Prospects:

Create a list of Clients.

Identify your clients NEEDS and INTERESTS.
"Feed" your clients' needs and interests.

For example: clip useful articles, anecdotes, and "successories" to send your clients.

Use a simple customer database manager to produce and track your REGULAR client nurturing letters.

KNOW and PRACTICE regular, periodic feeding of your clients' relationship needs.

GIVE them useful information in your nurturing program. Ask them if it's helpful!

GET IDEAS from them about what's of interest and what's "hot" right now.

Another way of saying this is: form an ongoing RELATIONSHIP with them!

Create a list of Prospects.

Get proper introductions (they know your name).
"Feed" the prospects' needs and interests.

For example: clip articles, anecdotes, and useful information to send to them.

Use a simple customer database manager to produce and track your REGULAR prospect nurturing letters.

KNOW and PRACTICE regular, periodic feeding of your prospects' information needs.

GIVE them useful information in your nurturing program. 6 - 8 nurtures per year.

Only after about 6 nurtures do you subtly start to market yourself.

Always be adding new prospects to your list.
Weed the list lightly after 18 months.

How to Deliver your Periodic TOMA Raising Messages:

Develop a series of letters and articles to send to clients and prospects.

Tell your story in a continuing flow, through a series of letters and articles.

Clip and send special, specific things to individual clients and/or prospects.

Link your periodic letters together in a story, or pattern. Refer to a prior letter or incident.

Use "auditory" and "visual" and "touch" words and metaphors.

Always give useful information, never a "sales pitch".

While that outline sounds daunting, you can build it over a period of months or years.

Always sign the letters with blue ink and use a real US stamp, not a postage meter.

Just do get started now!

Sorry, software support is NOT available with this tool.

**The TOMA Toolkit is from the author of: *CEO TOOLS for EVERY Manager's Success!*
Visit us at www.ceotools.com for more tools and information on the book/CD.
Contact Kraig Kramers at 770-389-8511 or email kwker@mindspring.com, please!**



TOMA Toolkit

The following pages provide examples of three different sequential letters that have produced over \$5 million of business for a one-person consulting firm over the past five years. That firm has a continuing stream of letters that number more than 30 in total, however just three letters will get you started. Moreover, this exact same type of marketing campaign has been implemented in dozens of companies with the same degree of exceptional success.

All that's needed is the letters, a Customer Relationship Management (CRM) software package like Goldmine, and a willingness to send out eight letters per year to your clients and prospects. The letters should not be email, postcards or faxes, but rather regular personal letters with a real first class stamp and your signature in blue ink. Try this, you'll love how well it works!

Find out more about TOMA marketing in the acclaimed book: "*CEO Tools – The Nuts-n-Bolts of Business for Every Manager's Success*" by the nationally-renowned business speaker, author and consultant, Kraig Kramers. It's available through almost all online booksellers.

Here is an outline of the six letters included in this consultant's TOMA Toolkit:

CEO Tools TOMA Toolkit:
Tool-tips-1: *Top 45 Tools*

Use a first, introductory letter that establishes the connection with the prospect/client after "proper introduction."

CEO Tools TOMA Toolkit:
Tool-tips-2: *Goals Tools*

Second letter with the most obvious pickup from the first letter and the proper introduction.

CEO Tools TOMA Toolkit:
Tool-tips-3: *Track & Communicate*

Third letter that picks up and moves right into the sequence of letters established from the first two. Then create more letters to carry the theme forward.

Please page down through the letters, or better yet print them out so that you get a feel for the flow as well as for the caring nature with which they are received by the client or prospect.

Now create your own TOMA Toolkit of letters to generate amazing amounts of business for you! Please read the following Software and Tool licensing agreement before proceeding further.

Very best wishes using this tool!



Kraig Kramers
President & CEO
CEO Tools, Inc.



CEO Tools: Software & Tools License

CUSTOMER LICENSE AGREEMENT for CEO Tools

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«Date»

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«Company»
«Street1»
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Dear «Salutation»,

It was great seeing you at your TEC meeting! Thought you would enjoy the enclosure: it's my complete list of the ***Top 45 Most Effective CEO/Executive Tools*** in rank order as picked by over 10,000 CEOs and executives of mid-size American growth companies like yours. These tools include the ones that grow sales and profit most rapidly as well as those that help manage challenging cash situations.

My greatest wish, «Salutation», is that you find these management tools helpful for improving your sales and profitability immediately. If there is any additional information you need regarding the enclosures or anything else, please feel free to call at any time.

With very best regards,



Kraig W. Kramers
President & CEO

PS - For ***instant free tools*** please visit my website: www.ceotools.com – you can also get information on my book ***CEO Tools...for Every Manager's Success*** there with easy ordering from Amazon.com, or call 1-800-247-6553 toll-free.

The TOP 45 Best CEO/Executive Tools

As Selected by Executives and Managers of 10,000 North American Companies

1. **Key Customer-Impacting Jobs** = *Find the key jobs affecting **customers**, put the right people in those jobs, and **really** support them. Then watch profits soar!*
2. **The "Right" Growth Rate** = *Every company has a "right" growth rate; **pre-determine yours**.*
3. **Big Audacious Goals** = *Results **happen** by reaching **higher**, not just by setting **logical** goals.*
4. **CEO's Monthly Letter** = *Get your message to **everyone**, building trust, teamwork and **results**.*
5. **One-Page Business Plan** = *Create the **one-page** plan to plug **all** employees into a common direction. Your strategy will be pursued by an **army** of people!*
6. **12-Month Company Calendar** = *Show future events to **all** employees, creating **coordinated** teamwork; the results will astonish you!*
7. **Trailing 12-Month Charts** = *Sum of 12 prior months, charted for 3 years; **especially** % gross margin.*
8. **Regular Recognition** = *Recognize people for performance on a **regular, scheduled** basis.*
9. **Quarterly Priorities Sharing** = *Encourage managers to share individual goals and then **help each other** achieve them!*
10. **1:1 with Direct Reports** = *Prescheduled **individual** uninterrupted weekly meetings keeps your team on top through relationship-building and communication.*
11. **YCDBSOYB** = *Regularly injecting **fun** into business keeps it fresh, new, and interesting (e.g., this riddle).*

These CEO Tools were compiled by Kraig W. Kramers, a frequent speaker to management groups on rapid business growth, acquisitions and business strategy. Please apply these tools in your business! For more information feel free to call Kraig at (770) 389-8511. (The riddle? YCDBSOYB = You Can't Do Business Sitting on Your Butt!)



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Get Kraig's first book "*CEO Tools: the Nuts-n-Bolts of Business for Every Manager's Success*" for only \$29.95 – it's available now at www.ceotools.com which offers a quick link to amazon.com or atlasbooks.com to place your order. *For quantity discounts call 1-800-247-6553.* Kraig's book includes a handy CD with two-dozen of his management tools in ready-to-use computer format for immediate easy use. Give copies to all your managers now!



Best CEO/Executive Tools

(continued)

12. **Goal Writer 101A** = Teach "**Verb-Noun-Date**" to write a goal; simplest example is "Do It Now!"
13. **Personal Hot Button** = Your key player **won't buy it for himself**; match it to achieving a key goal.
14. **Personal Notes Home** = Send individual cheerleading and congratulating notes to maximize results.
15. **Celebrate Successes** = Report against key goals and regularly **celebrate** achievement.
16. **Focus on Winners** = Publicly cheer and **celebrate the winners**; say **nothing** about the laggards.
17. **How CEOs Spend Time** = Hit homeruns with **people**; spend time on **customers/ strategy/tracking**.
18. **People's BEST Jobs** = Identify key people's **best** jobs and design your organization around them.
19. **Monthly Re-Forecasting** = Track actual vs. budget; re-forecast next 3 months and **act to fill gaps**.
20. **Backlog Tracker** = Build profits by tracking shortfalls in future backlog, then filling the gaps.
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41. **Best Business Philosophy** = Monitor details, Measure results, Manage process, and Lead people.
42. **Price+Mix+Volume Formula** = Tweak these to maximize market share & drive competitors crazy!
43. **Daily Cash Report & Re-Forecast** = The most important tool for **any** CEO!
44. **Plan Your Exit Way in Advance** = It takes 3 years to do an exit or company sale, so **get ready now!**
45. **TEC Membership & Speaking** = The best gifts you can give yourself -- **try both!**

These CEO Tools were assembled by Kraig W. Kramers, a frequently requested speaker on rapid business growth, acquisitions and business strategy. Please apply these tools in your business! For more information, give Kraig a call at (770) 389-8511.

CEO Tools: *The Nuts-n-Bolts of Business for Every Manager's Success*

CEO Tools for Managers - Tip #1: Equip Your Team with Tools

#1

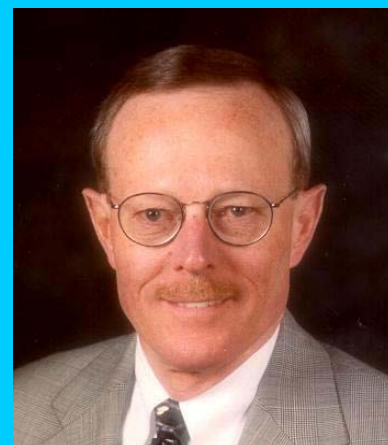
Q: What's the
quickest road
to implementing
CEO Tools
in your business?



A: Get
your managers
to read the
CEO Tools
book/ CD.



The CEO Tools book for
every manager's success.
For more success, give it to
every manager near you.
You'll ☺ a lot more!
Go to www.ceotools.com or
call 1-800-247-6553 to get
CEO Tools. It's \$29.95 US
or \$44.95 CAN...it includes
a CD with 24 of the tools in
Excel, Word & PowerPoint.



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Dear «Salutation»,

To follow up on the Top 45 CEO/Manager Tools, the impact of **goals** on profit has grown into a huge discussion area in my TEC talks recently. The consensus is that *Big Audacious Goals*, *Quarterly Priorities*, and *What Gets Measured Gets Done* enhance earnings and cash flow immediately. We now know this is because *over 90% of all employees do not know the company's goal* or how they fit into it.

Communicating about the goals is the solution. My book, *CEO Tools: The Nuts-n-Bolts of Business for Every Manager's Success*, provides the tools for goal-setting and communication to assure awareness and closure by your employees on your goal.

Try giving copies of the book to a few of your key managers to get them into goal-setting and implementation. Many have found this dramatically improves results immediately. You can learn more at www.ceotools.com where, if you like, you can link directly to the *CEO Tools* page at Amazon.com or Atlasbooks.com. Quantity discounts are available at 800-247-6553. The website also offers free instant downloads of tools.

Everything involves risk. But by setting aggressive goals and communicating about them, we get our people to achieve much more and reduce actual risk. You and your people will find it's fun, too! I really like what Frank Wilcox had to say about going for it: "Progress involves risk. You can't steal second base and keep your foot on first."

Hope this results in your having your best year ever, «Salutation»!

With very best regards,



Kraig W. Kramers
President & CEO

The TOP 45 Most Effective CEO/Executive Tools

As Selected by Executives of 10,000 Mid-Sized North American Companies

1. **Key Customer-Impacting Jobs** = *Find the key jobs affecting **customers**, put the right people in those jobs, and **really** support them. Watch profits soar!*
2. **The "Right" Growth Rate** = *Every company has a "right" growth rate; **pre-determine yours**.*

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3. **Big Audacious Goals** = *Results **happen** by reaching **higher**, not just by setting **logical** goals.*

9. **Quarterly Priorities Sharing** = *Encourage managers to share individual goals and then **help each other** achieve them!*

12. **Goal Writer 101A** = *Teach "**Verb-Noun-Date**" to write goals; best example is "**Do It Now!**"*

37. **Top 5 Goals** = *Develop very specific short-term & long-term team goals.*

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41. **Best Business Philosophy** = *Monitor details, Measure results, Manage process, and Lead people.*

42. **Price+Mix+Volume Formula** = *Tweak these to maximize market share & drive competitors crazy!*

43. **Daily Cash Report & Re-Forecast** = *The most important tool for **any** CEO!*

44. **Plan Your Exit Way in Advance** = *It takes 3 years to exit or sell a company, so get ready now!*

45. **TEC Membership & Speaking** = *The best gifts you can give yourself -- **try both!***

These CEO Tools were compiled by Kraig W. Kramers, a frequent speaker to management groups on rapid business growth, acquisitions and business exit strategies. Please feel free to apply these tools in your business! For more information, feel free to call Kraig at (770) 389-8511.

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Get Kraig's first book "**CEO Tools: the Nuts-n-Bolts of Business for Every Manager's Success**" for only \$29.95 – it's available now at www.ceotools.com which offers a quick link to amazon.com or atlasbooks.com to place your order. **For quantity discounts call 1-800-247-6553.** Kraig's book includes a handy CD with two-dozen of his management tools in ready-to-use computer format for immediate easy use. Give copies to all your managers now!

NINE GUIDELINES FOR GREAT GOAL-SETTING!

- 1. Goals should be MEASURABLE and TIMED (due on specific date).**
- 2. Goals need to measure PERFORMANCE of persons and/or teams.**
- 3. Goals need to be BROADCAST (written and communicated).**
- 4. To communicate goals, REPEAT the message again and again.**
- 5. Goals should be TRACKED (measured and the measurement communicated).**
- 6. The RESULT of the performance needs to be CELEBRATED!**
- 7. Celebration should include RECOGNITION of individuals and teams.**
- 8. NEW GOALS should be set after previous goals are achieved or past.**
- 9. Use the tool of VERB - NOUN - DATE to set goals that are both measurable and date-stamped. Best example: Do It Now!**

WHAT SOME SAY ABOUT GOALS & RESULTS:

Rick Houcek

Set your goals from an "everything I ever wanted" list:

Everything you want to HAVE.

Everything you want to DO.

Everything you want to BECOME.

This wishlist is a life-long process. It helps you to funnel down to the goals that are really important.

*(from concepts presented to presidents belonging to
The Executive Committee throughout the United States)*

Ken Blanchard

Every goal should fit the SMART formula:

S stands for "specific".

M means "measurable".

A is aimed at "attainable".

R refers to "relevant".

T is targeted at "trackable".

*(from a concept presented in "Leadership & The
One-Minute Manager" published by Morrow & Co.)*

Larry Hart

You need goals to be results-oriented.

Target a few goals monthly that move you toward your goal for the year. Begin your day by looking at your goals for this month.

*(from an article published in the Working Smart column
of the Atlanta Business Chronicle)*

Kraig Kramers

We sometimes need "big audacious goals" to really move ahead. These elephant-sized goals might be somewhat frightening in their sheer size, but they're a lot of fun to achieve!

How do you eat an elephant? One bite at a time. That's the same way to "eat" a big audacious goal. Break it into smaller chunks or sub-goals and eat some daily, weekly, and monthly 'til it's all digested!

(from talks to CEOs belonging to The Executive Committee)

CEO Tools: *The Nuts-n-Bolts of Business for Every Manager's Success*

CEO Tools for Managers - Tip #2: Realize Meaningful Goals Easily!

#2



**“OBSTACLES ARE
THOSE FRIGHTFUL
THINGS YOU SEE
WHEN YOU TAKE
YOUR EYES OFF
THE GOAL...”**

Hannah Moore

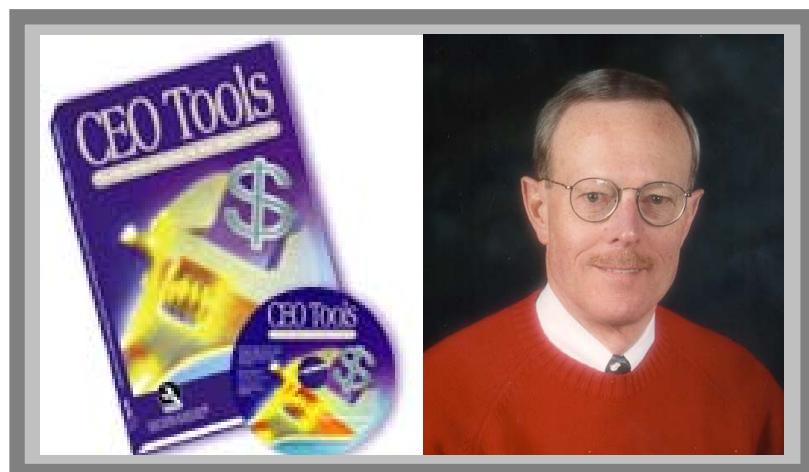
Blocked and locked by
frightful obstacles?



**Unlock every
obstacle facing your
folks – set a reaching
but reasonable budget
with them, and then
Big Audacious Goals
to have fun beyond
that budget by far!**

Even easier, get the
CEO Tools book -- it
has all the tools you need
for you and your managers
to overcome obstacles and
create success!

Visit www.ceotools.com
or call 1-800-247-6553 to get
yours now. List \$29.95 US
or \$44.95 CAN...it includes
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Dear «Salutation»,

Last time we looked at the *Top 45 CEO/Manager Tools*, we talked about the impact goals have on improving profits in a company. Studies show goals come to life by **tracking** and **communicating** actual performance against those goals on a regular, periodic basis. Mark Twain on tracking and communicating: "*Get the facts first. You can distort them later.*"

Another old saying goes, "*what gets measured gets done!*" So let's start by being really sure we are **measuring** the right things. Usually this means *monthly measures* of sales growth and profit improvement on a trailing-twelve-months basis, *weekly measures* of backlog change, sales units and labor activity, *daily measures* of productivity and especially cash/borrowings. To measure people performance (like salespeople), track improvement against a person's prior performance rather than against a standard or against other people.

Once measured, **communicate** the results *every day, every week and every month*. Your goals will suddenly become live steam engines for your company! A few thought-starters are attached. Please consider giving your measurement systems and feedback systems a real dusting-off and a renewal to reap the rewards of tracking.

Hope this is helpful, «Salutation», in growing your business better, faster, and more profitably!

Best regards,



Kraig W. Kramers
President & CEO

PS - Tracking tools are easily implemented with the CD included in my book. Chapter 3 of *CEO Tools...For Every Manager's Success* details tracking tools in depth. You can check it out at my website www.ceotools.com or call toll-free (800) 247-6553 to get the book and CD.



Best CEO/Executive Tools

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The Top Ten Tenets of Tracking

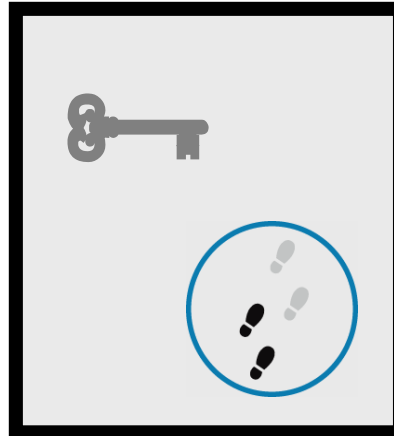
1. **Goals are good – better with tracking – best with feedback.**
2. **“The Genius of Sitting Bull” by E.C. Murphy with M. Snell, from Chapter 13: Measure the Results:
“Measure Commitment, Not Selfishness...
...Measure the Challenge...
...Share the Results.”**
3. **Tracking involves looking into the future.
You can change the future before it happens. It’s impossible and often illegal to change the past!
Look to the past for lessons, the future for results.**
4. **What are your *Five Key Measures*: daily, weekly and monthly?**
5. **How do you communicate them to others to enhance result even more?
Communicate in many different ways.
Communicate much more frequently than you think needed.
Get others to communicate the same message for you.**
6. **Eat an elephant one bite at a time. You’ll know you’re nearly done only if you’ve tracked how much you’ve eaten as you eat.
(Loose translation of an old Ethiopian Saying)**
7. **Recognize successes often...recognize even partial successes.**
8. **Be sure you show the *meaningfulness* of goals and results to those who make it happen.**
9. **Re-forecast what the future looks like every single month, at least.**
10. **Track as few *Key Indicators* as possible, yet get the meaning across.**

CEO Tools: *The Nuts-n-Bolts of Business for Every Manager's Success*

CEO Tools for Managers - Tip #3: Implement Just One Tool Each

#3

Q: What's
the key to
tracking
success with
CEO Tools?



A: Get your
managers to read
just Chapter 3 of
CEO Tools
and then implement
one tool each!

You know *CEO Tools* is for every manager's success, but did you know that many CEOs are reviewing one chapter every two weeks with their teams? Please visit our website at www.ceotools.com to get the very latest in new tools, or call 1-800-247-6553 to order the book/CD. \$29.95 US

