

Legendary Results



*Increase the Sales
and Profits of Your
Company or Professional*

Firm 25% to 2,000%

...Guaranteed!



BOOTH MORGAN
MARKETING INNOVATION



MEASURABLE RESULTS

1

A publicly-traded credit card bank with 34 million members created \$1.2 billion of shareholder value. We did this by stemming customer attrition and rebalancing their customer portfolio.

2

Through a specialized offer to former clients, a leadership training company was able to reacquire 40% of their lost or inactive clients.

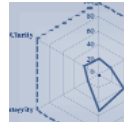




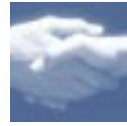
INNOVATIVE
IDEAS



STRATEGIC
MOVES



PREDICTIVE
FIELD TESTING



SHARED-RISK
PARTNERSHIP

Our bottom line is your bottom line.

You have a great product or service, but sales have been soft. Your marketing budget is small or shrinking. The stakes are high for a new product or service launch. Say no more.

At Booth Morgan Marketing Innovation, we understand your challenge. We bring state-of-the-science marketing methods and an unparalleled record of client results to your aid. Most importantly, we moderate the risk inherent in any business initiative with our unique “share-of-value-created” fee structures.



MEASURABLE RESULTS

3

An electronics manufacturer gained 400 new clients using a precision marketing campaign that targeted every airline and airline manufacturer worldwide.

4

An office equipment manufacturer increased the number of market-viable product concepts by a factor of ten.



Who we are. What we do.



Booth Morgan Marketing Innovation is the creator and recognized leader in the discipline of *Marketing Fusion™*, a powerful business-building process based on extensive empirical research. It utilizes statistically validated marketing methodologies combined with fresh intelligence on consumer behavior and motivations.

Booth Morgan's strategic marketing services include marketing innovation (evaluation of the market-readiness of products or services), commercial ideation, prototype assessment, customer value research, marketing strategy development and marketing fulfillment.

Our diverse team of business-building experts has been privileged to advise senior executives of many of the world's most recognized and profitable companies. Among them are Microsoft, Fidelity Investments, Black & Decker, Coca Cola, United Parcel Service, Bank One and The Hartford.

As well as working with world-class clients, Booth Morgan specializes in meeting the needs of small and mid-size companies and professional firms. We understand the needs of business owners or executives who may lack the expertise or resources to market properly or whose offerings are increasingly compromised by competitors. We understand the frustration of professionals who, having optimized their professional practice, seek to transform it into a self-sustaining, wealth-generating business. Each of our clients receives the focused, continuous attention of one or more Booth Morgan senior principals.

Want to ensure that a new product or service launch will succeed? Need to dramatically increase sales? Or need to improve profit margins? We invite you to put our consulting services to the test.



MEASURABLE RESULTS

5

An orthopedic surgeon increased his referral business by 800% in nine months.

6

The commercial division of a large insurance company improved the effectiveness of its direct mail campaign by 1,000%.

How we do it.



Booth Morgan has a full range of capabilities, expertise and experience to increase your sales and earnings dramatically. Our *Marketing Fusion™* approach is a systematic, business-building process that involves three steps.

1 Say Something Great Marketing Innovation: Here we identify your most promising, most profitable customers and customer groups, and the MVP (*Matchless Value Proposition™*) that will clearly distinguish you from your competition. *Marketing Fusion™* works because its first focus is on ensuring you have something unique and truthful to say to your market and an MVP that makes your prospective customers say “Wow!”

This step is all about learning how to refine your concept using market-tested predictors of commercial viability. It utilizes many of the statistical methodologies created by Booth Morgan, including *Isaiah the Profit Prophet™*, a sophisticated, analytical software model that predicts the marketplace potential of any commercial concept.

2 Say It Well Marketing Strategy: Because of the deluge of marketing messages customers are exposed to today and the growing climate of consumer skepticism, your message needs to be honest, bold and unambiguous. This step includes identity design, brand development and campaign optimization. We'll ensure that your communications fully represent and support your MVP to achieve maximum profitability.

3 Say It Often Marketing Fulfillment: At a given point in time, less than 2% of any target audience is in “purchase mode.” This means that having your marketing message intersect with a member of your target audience at precisely the right time is 98% improbable. This step involves identifying the channels and frequency of communications that will have the customers in your target audience recall your MVP at the precise moment their latent need becomes a patent need. Broadcast messaging, direct response, customer segmentation, lead generation and event outreach are some of the tactics we'll use to build your business.

MEASURABLE RESULTS

7

A software company increased the sale of specialized live training programs tailored to its customers by \$800,000 in one year.

8

A dermatologist increased her referral business by \$500,000 in one year



Every company needs a prophet.

FREE OFFER

Isaiah

The Profit Prophet

Commercial Concept Viability Assessment

In discovering new value for our clients, Booth Morgan draws heavily upon the marketplace wisdom of *Isaiah the Profit Prophet*[™]. *Isaiah*[™] projects the marketplace potential of any commercial concept, be it a product, service, advertising campaign, brand extension, direct mail package, brochure or sales presentation. *Isaiah*[™] is an analytical and predictive software model that is built upon millions of customer touchpoints and thousands of business initiatives. *Isaiah*[™] enables business owners and managers to field test the viability of a commercial idea at extremely low cost, with low risk, in near-real time and with great reliability.

For a limited time, Booth Morgan Marketing Innovation will perform an *Isaiah*[™] product, service, or commercial concept marketplace viability assessment absolutely FREE.

Visit our Web site at www.boothmorganmarketing.com and click on the Product Viability Assessment button. *Isaiah*[™] assessments—normally priced at \$800.00—will be offered FREE for a limited time only.

More Marketing Innovation from Booth Morgan

ValueKeys Research[™] will help you understand customer motivations and purchase behaviors and enable you to prototype new offerings. Competitive studies will analyze strategic and tactical aspects of your competitors, giving you the insights you need to win.

Commercial Creativity[™] is a minds-on, rapid fire team approach to developing ultra-new commercial concepts that will win in the marketplace. This process is customized to your specific situation and is supported by a team of Booth Morgan marketing strategists, researchers and writers.

Decision Support Modeling is a collection of sophisticated decision tools that will help you successfully analyze any important business decision from a financial and strategic perspective. Tools include the *Analytical Hierarchy Process*, *Optimization Model*, *Decision Map* and the *Financial Crosspoint Evaluator*.





MEASURABLE RESULTS

9

An annuity company built a \$60 million-a-year business with a strategic marketing campaign we developed, which combined letters and endorsements from financial newsletters.

10

An upholstery cleaning company more than quintupled its business in less than two years.



Screen your marketing company.



We're committed to helping you make informed choices about how to build your business. To this end, we encourage you to ask the following *Six Screening Questions* when considering the services of a marketing consultant or advertising firm:

ONE To what extent do they possess an end-to-end capacity to build businesses, including methods to innovate, develop campaign strategies and implement for financial results?

TWO To what extent are they willing to share in the risk inherent in any marketplace initiative vs. charging fees simply for their time or activity?

THREE To what extent is their approach or methodology rooted in marketing science vs. theory or conjecture?

FOUR To what extent are they expert business builders with a track record of creating wealth, as opposed to franchise agents, artists or technicians focused on creative design and Web wizardry?

FIVE To what extent do they establish short-term measurable result targets, as opposed to advocating great patience all the while charging high fees?

SIX To what extent are they willing to furnish you with a list of clients whom you are welcome to contact to discuss business results achieved?

There's a good chance that these six questions will eliminate 99% of the firms that you may consider. A good reason to turn to us.

Our Pledge

We will stay with you until the business performance goals we've agreed to are met. Together we will establish performance targets for variables such as sales, earnings, market share, customer acquisition, customer retention, customer value, or the efficiency of your marketing campaigns. Whatever the goal, Booth Morgan

Marketing Innovation guarantees its work. In some cases this guarantee is extended in the form of a share of the new value created. In other cases, it takes the form of a full or partial money back guarantee should a performance key agreed to in advance not be achieved. Either way, you win by knowing that we are focused not on billable hours, but on your firm's cash flow and bottom line profitability



BOOTH MORGAN
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