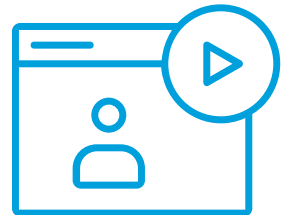


How to Use the FTC Safeguards Marketing Toolkit

Getting educated

- 1 Listen to the FTC webinar recording if you missed the webinar
- 2 Check out the TPx sales cheat sheet
- 3 Read the TPx Overview infographic
- 4 Go through the TPx FTC services datasheet
- 5 Read through the pricing matrix (which is also part of the summary datasheet)



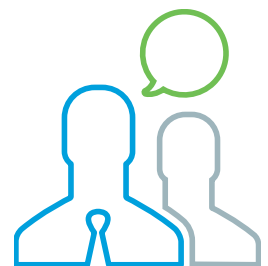
Creating awareness

- 1 Use suggested social posts on your networks
- 2 Leverage an email template and call script to reach out to customers and prospects
- 3 Co-brand our FTC Safeguards eBook and share it with your customers & prospects
 - If you have a newsletter, you can feature it there
 - You can add it to your social media posts
 - Feature it on your website



Working the deals

- 1 Leverage the FTC Safeguards Powerpoint slides
- 2 Re-read the TPx sales cheat sheet
- 3 After the meeting, share the summary datasheet



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