

Marketing Do's & Don'ts

Thank you for all your efforts to get Medication Cards into the hands of the general public. This business is a marathon, not a sprint. Be consistent in your efforts, put the cards where the need is greatest (medical providers, dentists, social safety-net organizations), and don't give up.

Here are some simple suggestions on some things to do, **and some reminders on what NOT to do**, when getting the cards into circulation.

Please...

- **Don't pass cards out on pharmacy property, either inside or outside the store.**
- **Don't** pass out cards on private property without getting permission from the owner.
- **Don't** put cards on car windshields or in places where they'll end up as litter.
- **Don't** send spam emails or junk faxes to people promoting the Medication Card.
- **Don't** make statements that are not true about what the card will or won't do.

Please...

- **Do** become familiar with the basic features and benefits of the card.
- **Do** understand that your business will take time to build up.
- **Do** have fun doing this business. What other business gives you the opportunity to make money by giving out a free card that truly helps people in an area of great need?
- **Do** get any custom marketing materials Ok'd before you use them – two sets of eyes are always better than one, and mistakes and problems can be avoided.

We're working hard on our end to enhance the Medication Card opportunity by improving the value of the card to our cardholders, and to increase the earnings potential for you. Your comments and suggestions are always welcome, to help us become better every day.

We leave you with these parting words of wisdom...

Watch your pennies...and your dollars will take care of themselves.

Success requires lots of L.U.C.K. – **L**aboring **u**nder **C**orrect **K**nowledge.

Good, Better, Best...Never let it rest until your good is better, and your better is best.

The Medication Card Team