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There is no question that Global Success Club teaches effective online marketing methods. But what about offline marketing methods? In this article I will outline two awesome offline marketing methods that Global Success Club utilizes other than using postcards. I wanted to share with you these cheap offline marketing methods that I have found to be very effective over the years in my offline marketing endeavors. So here goes:

## 1. Road Signs

For \$100-300 you can get about 50 or so customized road signs with aluminum stands with an advertisement of your business on both sides of the sign. In some cases you may find them cheaper. Distribute your road signs just a few at a time in high traffic locations and you can count on getting calls from leads no question if your ad is good. Check to see in these locations how long it takes for your city or county to take your road signs down.

Often, a road sign could be up for a week or two before they are taken down in my experience. But in some cases they don't get taken down!:-D it all just depends on your location. Try it out. First inquire in your own town if a road sign service is available and then compare with online vendors by doing a Google search.

## 2. Posca Pens

Posca pens are the highlighter type writing that you see on the front windshields of cars at car dealerships. You can purchase these pens either online or at your local hardware or car parts store like Pepboys or Autozone. They're cheap only a few dollars and wow talk about free effective advertising. Get a bright yellow posca pen and write your advertisement on your back window of your car and you've just now become a moving billboard!

Best of all guess what? You can now write off your gas or car as a business expense! Look into it. That's the best part about having your own business. You can make your entire life a tax deduction! By the way don't worry about rain, snow or sleet. Posca pen ink will not fade away or come off due to bad weather. The only way to remove posca pen ink is to apply rubbing alcohol to it and use a razor blade to scrape it away, so make sure you really wouldn't mind having the ad on your back windshield before applying the posca pen.

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