



# Quick START



### TIP Icon

Look for this “TIP” icon for quick marketing and merchandising ideas.

Like any other resource that contains multiple components we have included this “Quick Start” TIPs page to help you journey into the Tree of Life Extraordinary Organic Campaign.

### Below are the suggested first steps to success:

**SAVE** the Extraordinary Organic “Campaign CD” on multiple computers

**CREATE** an Extraordinary Organic Campaign notebook

**PRINT** the following resource files and save them in the notebook:

- **Read ME** (“Campaign CD”)
- **Table of Contents** (Pages 6 - 8 of this Business Booster)
- **Campaign Planner** (“Campaign CD” folder: “Campaign Tools and Logos”)
- **The Gazettes Vol. 1 - 12** (“Campaign CD” folder: “Gazettes”)
- This month’s Extraordinary Organic “end cap promotion” **plan-o-gram found in the Marketing Monthly** near the front of the publication (See page 74 for example of monthly plan-o-gram)

**ATTEND** the TeleTraining “The Winning Campaign: Introduction to Extraordinary Organic” (See page 59 for registration details)

### JUMP TO PAGES for a QUICK START

**DEAL** Tree of Life Partner Program... page 5

**“NOT SO TRIVIAL PURSUIT” EDUCATIONAL GAME**... begins page 35

**CAMPAIGN OVERVIEW**... begins page 52

**MERCHANDISING** and Signage... begins page 61

**PLAN-O-GRAMS** and Promotions... begins page 74

**GAZETTE PREVIEWS**... begins page 120



### “Campaign CD”

The Extraordinary Organic Campaign Second Edition Business Booster exclusively available to Independent Natural Product Retailers and Tree of Life Customers.



**askDebby.com**

### Debby Swoboda

Debby Swoboda, industry marketing and merchandising expert, presents retailer support through the event presentations and the Extraordinary Organic TeleTraining program.