



9 of the **STRONGEST TERMS** in Marketing and Promotions

Use them to make your Grange promotions stronger, clearer and more compelling.

YOU

Marketing is **ALL** about your Grange's audience.

RISK-FREE

The community feels secure giving your Grange their money.

LIMITED TIME

Creates a sense of urgency.

FREE

Who can resist a freebie?

VALUE

The best return on investment (money/time) from your Grange.

EASY

No one wants to deal with a hassle.

BECAUSE

Show the community **WHY** they need your Grange.

INSTANTLY

Promises a quick payoff for time/money/effort.

DON'T MISS

Capitalizes on fear of missing out (FOMO).