



# Tomato Project

Ongoing

2nd and 4th Tuesdays “User Group Training”

Thanks for attending this “TP Webinar”

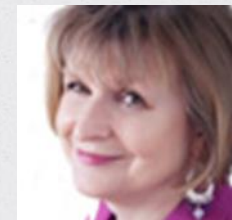
Live Today and Video / Audio File Tomorrow

Powered by **TurnAroundTour.com**

Hosted by Gary Gunn, AAM



Robert Clayton



Renee Evans



# *Tomato Project*

---

What is the Tomato Project?

It's a combination between

SOC and Zing and MUD and Kukui

SOC and MUD it to them in the mailbox

Zing and Kukui it to them online

We want you to join TODAY!

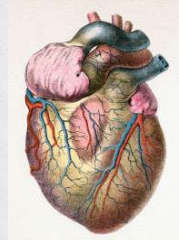


# Tomato Project

The battle cry is **MORE Car Count**...Come learn how to increase your Car Count...

Gary...What does car count and tomatoes have in common...SEEDS is the answer

You need to plant seeds in your potential customers minds and let them grow...Water them...



Sing to them...Touch their hearts...Watch them grow to become mature lifetime customers.



# *Tomato* *P*roject

What is the Tomato Project?



**Boosting  
Car  
Count**





# Tomato *P*roject

Which would you prefer **E** or **F**?



<< Empty  
Or  
Full >>





# Tomato Project

How to find more cars!



<< Online  
And  
Mailboxes >>





# Tomato Project



**By Robert Clayton...**Dirt is Mud...Rain is Zing...Sunshine is SOC...everything you need to make your garden grow and relationships thrive for harvesting....

The Tomato in Tomato Project is an acronym for Top Of Mind Awareness Through Others. Like any good tomato garden, you start by seeding new soil. We offer Mudlick Mail to do this. In order for tomatoes to grow, we need to have frequent rain. Our rainmaker for the project is Social Zing with its suite of online marketing tools. Finally, we must have sunshine to make our garden grow. Our sunshine for the Tomato Project is SendOutCards. Now you can touch prospects in their mailbox or online. You can also touch your customers online or touch their hearts with the powerful tools available in the Tomato Project.



# *Tomato Project*

---

What is the Tomato Project?

Just to let you know....

There are three types of people...

Which one are you? 1 – 2 - 3

1. A Yes is Okay
2. A No is Okay
3. A Maybe is Okay





# *Tomato Project*

Tomato Project comes to life....

<http://turnaroundtour.com/tomato-project-comes-life>

“TOMA” – TOMATO

**T**op **O**f **M**ind **A**wareness....**T**hrough **O**thers



<http://turnaroundtour.com/tomato-project-webinar>

[www.TurnaroundTour.com](http://www.TurnaroundTour.com) (800) 233-8551



# *Tomato Project*

## **Have you ever?**

Wanted to send a get well card? SOC

Wanted to post on Facebook? Zing

Wanted to send a thank you card? SOC

Wanted to email your database? Zing

Wanted to send a birthday card? SOC

Wanted to hold training webinar? Zing

Wanted to build a Facebook page? Zing

Wanted to thank a customer for a referral? SOC

Wanted to thank a staff member? SOC

Wanted to direct mail your ideal potential client's? MUD

Wanted to increase your good reviews? Kukui



# *Tomato Project*

## Have you ever?

Wanted to send a Christmas Card? SOC

Wanted to text a large group? Zing

Wanted to send a Valentines card? SOC

Wanted to build a drip campaign? SOC / Zing

Wanted to tweet about something? Zing

Wanted to just thank someone for helping? SOC

Wanted to build your SEO rank higher? Zing / Kukui

Wanted to do a direct mail campaign every month? MUD

Wanted to listen to all phone calls? Kukui



# *Tomato Project*

**Have you ever?...So**

Why haven't you done it?

What prevents you?

Time, money, a simple way, stores are closed, forgot, too busy,

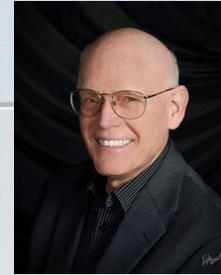
Great intentions don't count

Procrastination Reigns

It's not worth the trouble



# Tomato Project



## My story.....

I was introduced to **SOC** by an Auto Repair Shop Owner in Oregon...

Brian Thorpe in Feb. 2008

I was introduced to **Zing** by an Auto Repair Shop Owner in Missouri...

Bob Buchheit in Jan. 2014

I was introduced to **MUD** by an Auto Repair Shop Owner in

Atlanta...Greg Sands in Oct. 2007

I was introduced to **Kukui** by an Auto Repair Shop Owner in

Atlanta...Greg Sands in Oct. 2013

Top Of Mind Awareness....Through Others

What's your story going to be?



# *Tomato Project*

Tomato Project **Ongoing It's Free**

Will continue each Tuesday at 5PM CST

1<sup>st</sup> and 3<sup>rd</sup> Tuesdays **"Show & Tell"**

**2<sup>nd</sup> and 4<sup>th</sup> Tuesdays "User Group Training"**

5<sup>th</sup> Tuesdays **"Open Forum Sharing"**

Become a **"Tomato Head"**

Join SOC - Join Zing – Join MUD

Remember....**TP** - Membership Has It's Privileges



# *Tomato Project*

Which is the easiest income to earn?

Residual Income....Work some on the frontend and get paid monthly on all volume and earn part of what other do also.

Profits from your business?

Interest Income....on CDs and your Money

Passive Income....the ultimate



# *Tomato Project*

---

## **SOC User Group Training**

### Help Tutorials and Media

How to Send a Card & Gifts 5:48 Min.

How to Use PicturePLUS 2.0 10:01 Min

How to Create and Send a Campaign 15:03 Min.





# *Tomato Project*

---

SOC

<https://www.sendoutcards.com/accounts/mainmenu/>

<https://www.sendoutcards.com/39961>

<http://vimeo.com/57172769> Prod. Video

Main Menu

\$395 Distributor Investment

\$31 per month auto-ship

No Contract

Customers \$31 per month = (100 points)



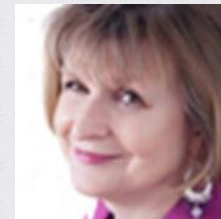
# Tomato Project

SOC

**Striking Interest:** TWO months for the price of one (just \$31, up to 100 greeting cards) for ALL NEW SENDOUTCARD accounts...SOC it to yourself today...Contact us for a *Splash Pak* special code to get started.



Robert Clayton



Renee Evans



# *Tomato Project*

## **Zing User Group Training**

Social Zing 11:08 Min

Page Zing 7:08 Min

Meeting Zing 3:35 Min.

Video Zing 9:47 Min.

Text Zing 7:32 Min.

Shop Zing 5:02 Min.



# *Tomato Project*

---

[www.socialzing.com](http://www.socialzing.com)

Dashboard Suite

\$248 Distributor Investment

\$99 per month for your account

No Contract

Customer \$99 per month



# Tomato Project

## MUD User Group Training

Sample Demographic Report Excel

Sample Demo Map pdf

**500,000 per month TAT client base**

**ABC AUTOMOTIVE**

**Oil Change Special**  
Plus 1 Service Station  
**\$19.95**

**YOUR DEALERSHIP ALTERNATIVE**

123 Any Street, Anywhere, USA 30303

Hours:  
Mon - Fri 8am - 5pm

[www.abcauto.com](http://www.abcauto.com)

000-000-0000

Car Troubles? We Fix Everything!

**ABC AUTOMOTIVE**

"Knowledge, value, trust, and professionalism. That's what you'll get from ABC Auto-Care. We treat your car like it's my own." - John Paul, Owner

**FREE** Warning Light Scan

**Get Acquainted Offer**

**\$10 OFF** Oil Change  
**\$20 OFF** Tire Rotation  
**\$30 OFF** Brake Service

[abcauto.com](http://abcauto.com) • 000-000-0000  
123 Any Street, Anywhere, USA 30303  
Monday - Friday 8am - 5pm



# *Tomato Project*

---

What to join the Tomato Project?

Just to let you know....

There are three types of people...

Which one are you?

1. A Yes is Okay
2. A No is Okay
3. A Maybe is Okay



# Tomato Project

Are you a 1 – 2 – 3

Raise your hand if you are a 1 YES

Raise your hand if you are a 2 NO

Raise your hand if you are a 3 Maybe



<<< Robert Clayton

Renee Evans >>>





# Tomato Project

## One Last Thought

