



I'm a person, just like you.

I'll buy when and how I want.

Do not call me.

Do not make me register to learn about you.

Don't try to generate me.

I am not 'actionable.'

I AM NOT A LEAD

I WILL GET TO KNOW YOU on my own time and in my own way. I will learn about you myself and **then** I may choose to read your white papers, attend your webinars, or visit your web site. **I am in control of the process.** And if I don't get to know you first, you will never get my business.

PRINT ADVERTISING = HOW BUYERS GET TO KNOW YOU

Based on study of SD Times readers by Readex, February 2012. How do you prefer to receive marketing information from software tool companies 71% ads in print magazines, 38% presentations at trade shows, 33% vendor white papers, 20% direct mail, 20% banners.