

Email Everyone You Can...Call The Rest

Persistence is a virtue. When one method doesn't work, try another.

When business first starts, usually the first customers are people that the founders know personally. This is the 1st ring of customers.

The challenge (and when you see massive success!) is when you begin selling to strangers. Once you sell to strangers, you have crossed a chasm and proved that your business works for the mainstream customer.

Start approaching the outer ring by emailing everyone that you know. This starts an email campaign about you, your business, and your offering to your friends and family. Make a goal of how many people you want to contact every single week and do it! This can be 5 or 50 people, just reach out. When this information is passed along, you will start doing business with acquaintances. From there, people will keep you top of mind, increasing the chance that they will work with you themselves or begin referring you to strangers!

The final frontier...

TIP: Persistence is important. Have a goal each week to keep up momentum.

Business Solver Modules:

- ❖ Minute Marketing Plan
- ❖ 30-Second Pitch
- ❖ Cold Calling

