



# More Ways to **MEET PEOPLE**

by Sarah Robbins

# REACH OUT METHODS

WHERE TO "FIND PEOPLE"

## People You Know:

- **Tell everyone you know:**

*"Hi Mary, this is Sarah. I am calling for a reason...do you have a minute? Great! I am so excited! I just started a business with\_\_\_\_\_. Have you heard of them? (Tell a little more!) The response has been huge. I would love to share more about our products & opportunity with you, in hopes that you can give me some ideas on expanding my business in your area, or referrals of people who may be interested. Would it be ok to set up about 15 minutes to chat?"*

- **Business Launch or Event-Host them, or ask a friend to host one for you:**

*"I am serious about expanding my business in <their city>. In exchange for free product, would you host an event for me?"*

## Events with a Cause

Host an event tied to a cause that allows you to "give back."

- On this day, plan an event to showcase your business & product. Sell raffle tickets for product giveaways.
- Donate proceeds to a charity or cause of choice! Send an introductory letter to everyone you have an email for!
- Follow up with a call!

## Presenting Professionals

Note: Present the business to professionals as you would anyone else. You could ask them to set up a table to present at their customer appreciation events.

- **Pharmaceutical Reps**
- **Talk with your Doctors** (Pediatrician, OB/GYN, Dentist , Derm, Chiropractor)
- **Talk with your hairdresser/spa tech/nail tech**
- **Lunch and Learns at various businesses**
- **Talk with the waitress/waiter serving your breakfast, lunch or dinner**

*"Thank you for your service- we are looking for friendly people like you for our business, [Your Business] We are expanding here and looking for leaders. May I get your contact information?"*

## Gifts

- **Gift vouchers:**  
Make them for close friends, to introduce them to your biz
- **Give as gifts for every occasion**  
(Birthdays, Christmas, Hanukah, Kwanza, Teacher Gifts, the Mailperson, as thank you's, etc.)
- **Gift with purchase or for those who purchase, or meet you about the business**

## Networking

- **Opportunity Meeting / Business Briefing**
- **Charities:** Donate items. Offer gift certificate, baskets, or both
- **Networking Groups**
- **Women's groups**
- **Church and Spiritual groups**
- **Join a Chamber of Commerce**

## Specials

- **Offer monthly specials** (Do monthly newsletter that highlights product and business success stories)

## Referrals

- **ALWAYS ASK FOR REFERRALS!** Offer them an incentive- "referral rewards program"  
*My business is expanding into <their city> and I wanted to share it with you to see if you know someone who may be interested. The response there is huge!"*

## Media - Print

- **Newsletter:** You choose whether it is quarterly or monthly, this can be a great method to keep your name in front of established clients and potential new clients
- **Contact men in business about gifts for their significant other** (great for holidays and Mother's Day)

## Schools / Centers/ Businesses

- **Networking with Local Business Owners:** Know someone in business willing to do a customer appreciation event or wine tasting? Meet for coffee, share your businesses, and talk about how you can help each other in creating value for your businesses!
- **Salons/Beauty by Appt.:** Schedule a "Client Appreciation Day"
- **Gyms and fitness centers: set up a table** (ask trainers and instructors for personal opinions)

## Phone Calls/ Live Meetings

- **Invite people to the live meetings or the live business briefing calls. Post on FB**
- **3 way calls** (invite them on a conference call with your "business partner")

SEND THIS LINK TO YOUR TEAM, SO THAT THEY CAN TAKE ADVANTAGE OF THESE GREAT RESOURCES!

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