



How to turn a contact into a customer

PR - Press releases  
radio, TV  
newspapers  
online publications  
awards

Special offers  
Discounts  
Competitions  
Exclusive offers

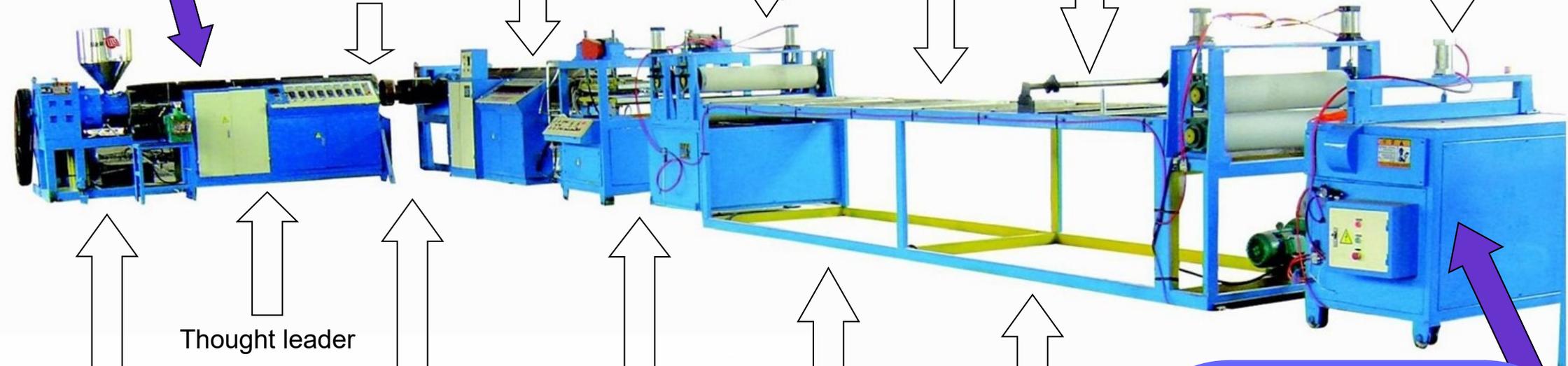
Up sell, Side sell, resell to  
existing customers and  
past customers

Social media  
Blogging  
Pod Casts  
You Tube  
Online Seminars  
Webinars, etc

Networking. Charity  
work

Referrals  
Recommendations  
Word of Mouth

Presentations  
Public Speaking  
Workshops



Email marketing  
Newsletters  
Landing pages  
Squeeze page

Thought leader

Advertising  
Expos  
Events  
Sponsorship

Affiliation programs  
Synergy with other  
businesses like yours  
Strategic  
partnerships  
WE Connect

Website  
Autoresponders,  
PPC  
SEO  
Survey Monkey

Business literature  
Leaflet drops  
Postal campaigns  
and pick up the phone!

We're happy  
customers who love  
your business & are  
brand ambassadors



# Mandie Holgate

*Business Coach*

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