

Leave Your Name Everywhere You Go

Advertising can make or break your business, so get your name out everywhere! Think of everywhere you can advertise and promote yourself. Start with yourself, you are your own best promotion. Your enthusiasm and love of your products will rub off on everyone, so try to find ways to work your new business into conversations with everyone you meet.

Use the products yourself at home and let people see you using them at the office and while you are out.

Bring a recipe that has something to do with your business to every potluck you go to, let this be a conversation piece, wear a shirt or sweatshirt promoting your product, put an "ask me" button on our purse or coat. These are great conversation pieces that will get the ball rolling.

You may also check into setting up a display at craft fairs or mall events. Advertise in your church bulletin, the local newspaper. Contact your city hall about having your brochure added to welcome packets given to new residents. Also ask team about getting a list of new people to move in to the city. They may be looking for a new consultant or new job in your area.

Do everything you can to get your name out there!

Although you do not want to loose focus of your most important goal-- sparking interest and following leads-- you will need a few business supplies to help get your name out in the community.

Head to the office supply store for business cards and sticky sided label paper. Also pick up magnet paper. Print catchy customized business cards to leave everywhere you go. Your name will always be at the tip of their finger. Print contact information labels with the label sheets. These can be stuck to everything from back of product guides to back of products samples.

TIP: VISTAPRINT IS GREAT FOR THIS.

The only way to find new customers is to LOOK!

Look for leads everywhere you go. Never leave home without business cards and never leave a place or area without leaving at least 5 behind. Hand them out personally, place them in the bathroom, in empty shopping carts at the grocery store or on car windshields. Post business cards or brochures on bulletin boards at stores. Ask to place them at coffee shops, children's resale shops, laundry mats, dry cleaners and all the places where your children take dance, swim or gymnastics lessons. Include them in your bills each month. Drop your business card in give away boxes.

You never know who is going to look at them and need or want what you have to offer.

You can add a personal touch by wrapping a small sample in tulle and attaching a business card with ribbon. Give one to the receptionist at your doctor's or dentist's office, your checker at the grocery store; leave them with a tip for your waitress. Mail out samples, catalogues, and a wish list to everyone you can think of who may be interested.

Send a catalogue to a co-worker who has moved, your Tupperware, Discovery Toys, Etc. Reps with an offer to exchange shows. Post a catalogue in the teachers lounge at your child's school. When you send in teacher gifts, make them from your company!! Post a catalogue in the employee lunch room. Give a catalogue to the receptionist at your doctor's or dentist's office. Put your current catalogue in your neighbours' door along with a 10% off coupon. Leads are everywhere!