



3 Reasons to Create MiniCampaigns:

#1 To Rise above the _____

#2 To respect the 3 Dominant Learning Styles _____, _____ and _____

#3 People need _____ impressions to recognize and act on something new.

Example Mini Campaign

Day 1 _____
Day 4 _____
Day 7 _____
Day 10 _____
Day 14 _____

Extra Contact Methods

BONUS CONCEPTS:

In your messages (whatever the format) don't SELL your company, idea, product or service. The goal is to sell the appointment (or whatever your goal is). Give them a REASON, a BENEFIT they will get by seeing you, or talking to you. It's helpful if you actually give a NAME to the first appointment/connection. We'll go over examples in the *Monthly Office Hours Call**

The phone script can be almost exactly the same, whether you get a person or a machine.

*for **Energize Your Business Monthly** Members