

PROCESS IN SELF-MARKETING



1. List 250 contacts.
2. Select the 25 most influential/likely to be of help.
3. Write each contact a letter requesting an appointment, but do not send a résumé. State in the letter a time you will call.
4. Follow-up calls to obtain an appointment. Set a goal to obtain at least 20 appointments.
5. Ask for referrals from the people that you visit. Have a goal of securing 30 referrals.
6. Write a thank-you letter to each contact with whom you have an appointment.
7. Send a copy of the letter requesting an appointment of the "new 30" back to the person who referred you.
8. Send clippings/news articles regarding one of your prospect's company with a note acknowledging them.
9. 30 day follow-up call.

Taken from a meeting with
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